



# BOARD OF COUNTY COMMISSIONERS

THE KEYSTONE COUNTY-ESTABLISHED 1827

435 W. Walnut St., Monticello, Florida 32344

**Benjamin "Benny" Bishop**  
District 1, Chair

**Eugene Hall**  
District 2

**Hines F. Boyd**  
District 3

**Betsy Barfield**  
District 4

**Stephen Walker**  
District 5, Vice-Chair

**Regular Session Agenda**  
**December 16, 2014 at the Courthouse Annex**  
**435 W. Walnut St. Monticello, FL 32344**

1. **6:00 P.M. – Call to Order, Invocation, Pledge of Allegiance**
2. **Public Announcements, Presentations, & Awards**
  - a) **Proclamation for Fallen Deputy Sheriff Chris Smith**
3. **Consent Agenda**
  - a) **Approval of Agenda**
  - b) **Minutes of December 2, 2014 Regular Session**
  - c) **TDC Bike-Fest Grant Application**
4. **Citizens Request & Input on Non-Agenda Items (3 Minute Limit)**
5. **General Business**
  - a) **Update Concerning Land Development Code Amendment Process – Scott Shirley/Bill Tellefsen**
  - b) **Planning Commission Appointment – Commissioner Hall**
  - c) **Update on Web Presence Project – Marcia Elder**
6. **County Coordinator**
  - a) **Road Department – Equipment**
  - b) **Road Department - Road Safety**
7. **Commissioner Discussion Items**
8. **Adjourn**

From the manual "Government in the Sunshine", page 40:

Paragraph C. Each board, commission or agency of this state or of any political subdivision thereof shall include in the notice of any meeting or hearing, if notice of meeting or hearing is required, of such board, commission, or agency, conspicuously on such notice, the advice that if a person decides to appeal any decision made by the board, agency or commission with respect to any matter considered at such meeting or hearing, he will need a record of the proceedings, and for such purpose he may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based.

**Kirk Reams**  
Clerk of Courts

**Parrish Barwick**  
County Coordinator

**T. Buckingham Bird**  
County Attorney

## **ITEM 3: CONSENT AGENDA ITEMS**

JEFFERSON COUNTY BOARD OF COUNTY COMMISSIONERS  
REGULAR SESSION  
December 2, 2014

The Board met this date in regular session. Present were Chairperson Benjamin “Benny” Bishop, Betsy Barfield, Hines Boyd, Eugene Hall and Stephen Walker. Also present were County Coordinator Parrish Barwick, County Attorney Buck Bird and Clerk of Court Kirk Reams.

**ITEM 1: Call to Order, Invocation, Pledge of Allegiance**

1. County Coordinator Parrish Barwick led the Invocation and Pledge of Allegiance.

**ITEM 2: Public Announcements, Presentations & Awards**

2. Commissioner Barfield stated that Mr. Zack Summerlin was unable to attend the meeting due to illness but he would be coming before the Board at a later date.
3. Dick Bailar, on behalf of the Legislative Committee and Chamber of Commerce, informed everyone that the Chamber Christmas party was moved to 6:30 pm due to a conflict with the Legislative Delegation meeting.
4. Troy Avera, on behalf of Main Street, invited everyone to Christmas downtown on Friday, December 5<sup>th</sup>.

**ITEM 3: Consent Agenda**

5. Commissioner Barfield requested that item (g) be pulled from the consent agenda and have it placed under General Business. **On motion by Commissioner Walker, seconded by Commissioner Hall and unanimously carried the consent agenda—consisting of the approval of the agenda as amended, the minutes of the November 4<sup>th</sup> and November 18<sup>th</sup> Regular Sessions, the Healthy Weight Florida Resolution and the Satisfactions of Lien for Gonzales and Seabrooks—was approved.**

**ITEM 4: Citizens Request & Input on Non-Agenda Items**

6. Citizen Paul Henry spoke about the need to improve salaries of county deputies. Commissioner Boyd stated that the Sheriff was responsible for salaries of his deputies, not the Board and that the Board had been generous with the Sheriff’s budget.

**ITEM 5a: Legislative Priorities**

7. Dick Bailar with the Legislative Committee introduced this item and briefly discussed the legislative priorities of the Board. He stated that water issues were very high on the priority list. Commissioner Barfield stated her desire to review the list. **On motion by Commissioner Barfield, seconded by Commissioner Walker and unanimously carried, the Board approved the legislative priorities.**

**ITEM 5b: Committee & Board Assignments**

8. Chairman Bishop introduced this item and offered to serve on the Aucilla Landfill Board. Commissioner Hall offered to serve on Parks and Recreation Board in place of Commissioner Barfield. Commissioner Walker opted to serve on the ARPC Transportation Disadvantage Board. Commissioner Hall was chosen to be on the Rural Area of Critical Economic Concern (RACEC) board. Commissioners Walker and Hall

were chosen to serve on the Value Adjustment Board. Commissioner Barfield provided other corrections to the master list to be amended by County Coordinator Parrish Barwick. **On motion by Commissioner Barfield, seconded by Commissioner Walker and unanimously carried, the Committee and Board assignments were approved.**

**ITEM 5c: Christmas Gift Certificates**

9. Clerk of Court Kirk Reams introduced this item and stated that the gift certificates were typically \$25 per employee but were increased to \$35 last year. He also stated these were paid out of the administrative line item of the Board's budget. **On motion by Commissioner Walker, seconded by Commissioner Hall and unanimously carried, the Board approved the \$35 gift certificates for county employees.**

**ITEM 5d: Item (G) from Consent Agenda – Support Letter for NFEDP Grant**

10. Commissioner Barfield requested that more information on grants be providing a support letter. Economic Development Director Julie Conley stated this was the same letter as last year to apply for money for technical assistance. **On motion by Commissioner Boyd, seconded by Commissioner Walker and unanimously carried, the Board approved the support letter.**

**ITEM 7: Commissioner Discussion Items**

11. Clerk of Court Kirk Reams stated he would be attending the Department of Transportation 5-year work program meeting and would find out what roads were approved for SCRAP and SCOP projects.
12. Commissioner Hall asked if it would be appropriate to do a resolution for fallen Officer Chris Smith. County Coordinator Barwick stated it could be done at a future Board meeting and he would work with Commissioner Hall on the wording.
13. Commissioner Barfield inquired if a resolution or proclamation had ever been done for fallen state trooper Jimmy Fulford, to which Sheriff Hobbs responded there was a resolution done to rename a stretch of road for him but he was not sure about any BOCC action.
14. Chairman Bishop stated he had attended the dedication to Trooper Fulford and it was a very nice service.
15. Citizen John Nelson stated he would be remaining on the ARPC Transportation Disadvantage Board as a citizen representative.

**ITEM 8: Adjournment**

16. The warrant register was reviewed and bills ordered paid.
17. **On motion by Commissioner Walker, seconded by Commissioner Barfield and unanimously carried, the meeting was adjourned.**

\_\_\_\_\_  
Chairman

Attest: \_\_\_\_\_  
Clerk

# IX. Jefferson County Tourist Development Council SPECIAL EVENT GRANT PROGRAM APPLICATION

Please Print or Type:

1. Name of Event:

2. Date of Event:

Start time:  End Time:  Fee: \$

3. Description of Event:

4. Amount of Grant Request: \$

5. Host Organization:

6. Description of Organization (include date organization was created):

7. Contact Person:    
(Name) (Title)

Address :

City:  State:  Zip:

Daytime Contact #:  Email Address:

Public Information #:  Website:

**INFORMATION FOR TOURISM DEVELOPMENT PORTION OF COMMITTEE SCORING – 25 POINTS MAX.**

12. Anticipated # of out-of-town overnight visitors

300-500

Anticipated # of attendees: 1000+

13. How does this event contribute to the overall appeal of Jefferson County as a preferred visitor destination?

Advertising outside of our community will encourage people from the surrounding areas to participate in the Monticello Bike Fest and to shop throughout the weekend in Monticello/Jefferson County. The bike rides will include several rural areas of our county promoting its natural beauty. The media/digital advertising itself will market south Georgia, south Alabama and all of Florida. The logo being developed will go on jerseys, t-shirts and posters and will be available throughout south Alabama, south Georgia and all of Florida therefore will be recognized from year to year promoting the Bike Fest even more.

**INFORMATION FOR EVENT EVALUATION PORTION OF COMMITTEE SCORING – 25 POINTS MAX.**

14. How does the event support your organization’s mission?

The Chamber of Commerce encourages and promotes commercial, industrial, civic and general interests for the business and civic organizations who are members of the Chamber. The Chamber works to represent member interests to the City Council and Board of County Commissioners. We act as the local Visitor Center, fielding inquires about local businesses, organizations and event to residents, newcomers and visitors. By promoting our rural areas and the beauty in Jefferson County on these bike rides we are inviting people to return and discover more of Jefferson County’s natural beauty.

15. Describe how grant funds would be used.

The \$1500 will be used to provide our event with the Elite Plus digital marketing package provided by Paul Ricci’s company - Cycling Across America ([www.cyclingacrossamerica.com](http://www.cyclingacrossamerica.com)) in addition to the CAAM Event Series Challenge which is launching in Florida in January 2015.

This website basically has all the events on one site and our event will be included along with all the others throughout the 3 states. They will extend the visibility of our event beyond our current audience and location boundaries to enhance our exposure. On the **Event Listing Page** we will get: Complimentary Event Listing Page, Event listing in event directory, Registration Page Hyperlink, Registration Fee Details, Event Header on Event Listing Page, Link to Starting Locations, Social Media Buttons, Route Description Links, Customer Event Sidebar, Event Facebook Feed, Event YouTube

Video, Event Route Maps Embedded on Sidebar. On the **Regional Event Calendar Page** we will get: Event Banner on Rotating Slider – Regional Calendar Page Rotating Slider, Event Banner on Sidebar – Regional Calendar Page, Event Banner on Sidebar – Regional Event Page. **E- Mail Distribution** will include Weekly Featured Cycling Events Flyer, Upcoming Weekend Events Flyer and Exclusive Event Flyer. **Social Media** will include Advanced Facebook Promotion, Regular Scheduled Event Posts, Demographically Customized Event Ads, Custom Audience Postings, Advance Event Ads, Timeline Cover Photo – Event Banner (on a rotating basis), Event Pinned Posts, **Twitter Promotion** will include Regular and Frequent Event Posts. **Google + Promotion** will include Regular and Frequent Event Posts. **Event Participant Enhancement Tools** will include Route Mapping Tools, Free On-Route Navigation, Cycling Event Apparel Discounts, Number Bibs, Sports Nutrition Event Sponsorships. In addition approximately 50,000 event series postcards will be distributed to bike shops throughout Florida, southern Georgia, southern Alabama and direct mail to the participants of each event in the series from the past two years. This marketing also provides event jerseys with our event logo from Primal Wear and Monticello Bike Fest insulated water bottles from Polar Bottle.

16. Describe how you evaluate the outcome of the event.

Surveying the businesses that stand to benefit from this is the best way to evaluate the success of the advertising campaign. Starting the middle of March 2015 volunteers for the Chamber of Commerce will make phone calls to retail stores and lodging facilities with information regarding the tracking process, then will follow-up in late March for the results.

17. Describe how you plan to document overnight hotel stays.

In the middle of March 2015 contact will be made with the lodging facilities either by phone, email or letter explaining the details of tracking the number of heads in beds. Then using the Special Events Tracking Form provided by the Jefferson County TDC all of the lodging establishments in the county will be contacted during the last week of March 2015 to determine the number of rooms, the number of nights and the number of guests the owners can attribute to this campaign.

**GENERAL**

18. Have you received a JCTDC grant in the past?  Yes  No

If yes, include amount, name of event and year received:

Amount	Name of Event	Year
\$1,500	Christmas in Monticello	2014
\$1,500	Watermelon Festival	2012
\$1,000	Watermelon Festival	2013

## CERTIFICATION AND COMPLIANCE STATEMENT

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### APPLICANT:

I hereby certify that the information contained in this application is true and correct to the best of my knowledge and that I have read the Policies and Procedures of the Jefferson County Special Event Grants Program and will abide by all legal, financial, and reporting requirements as a condition of receiving grant funds from the Jefferson County Tourist Development Council. Signatures must be **original in ink**.

Name: Katrina Richardson

Please Print or Type

Organization: Chamber of Commerce

Please Print or Type

Katrina Richardson

(Signature)

November 26, 2014

(Date)

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Please return the original of the Application and  
the Certification & Compliance Page to:

Nancy Wideman, Coordinator  
Jefferson County TDC  
P.O. Box 275  
Monticello, FL 32345  
[Nancyw1100@yahoo.com](mailto:Nancyw1100@yahoo.com)  
850-997-0517



**ITEM 5(a): UPDATE CONCERNING LAND  
DEVELOPMENT CODE AMENDMENT  
PROCESS**

Planning Item: LDC Update

This agenda item is to request the following item be placed on the Board Of County Commissioners' agenda for the regular meeting, December 16, 2014: **"Update Concerning Land Development Code Amendment Process."**

We expect an interlineated Land Development Code (LDC), will be ready for distribution at the meeting. Bill and I will be recommending that the Board schedule a workshop for January to discuss the changes. Hopefully this will allow the public hearing process to be resumed for the second meeting in February. Once the Board approves this direction and the updated LDC is ready for distribution we will cause it to be placed at the courthouse and on the County's website for public review.

Scott Shirley  
Ard, Shirley & Rudolph, PA  
207 West Park Avenue, Suite B  
Tallahassee, FL 32301

Parrish Barwick  
County Coordinator  
450 W. Walnut St.  
Monticello, FL 32344

**ITEM 5(b): PLANNING COMMISSION  
APPOINTMENT**

**JEFFERSON COUNTY FLORIDA  
BOARD OF COUNTY COMMISSIONERS  
COUNTY VOLUNTEER BOARD/AGENCY APPLICATION**

The Jefferson County Board of County Commissioners recognizes that citizen participation is a vital component of a vibrant democratic local government. The County also recognizes the unique contributions made by volunteers and encourages involvement in local government through service on a County volunteer board or agency.

(PLEASE TYPE OR PRINT CLEARLY)

Name of volunteer Board/Agency for which you are applying:

1. Jefferson County Planning Commission
2. \_\_\_\_\_
3. \_\_\_\_\_

Name: Charles J Parrish

Address: Po Box 171 City/State Lloyd, FL Zip 32337

Alternate Address: \_\_\_\_\_ City/State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone: (Home) 850 997-3760 (Cell) \_\_\_\_\_ (Fax) \_\_\_\_\_ (Work) \_\_\_\_\_

Preferred Contact #: Home  Cell  Work

E-Mail Address: \_\_\_\_\_

Are you: Jefferson County Registered Voter? Yes  No

Please check the months you would NOT be available for meetings:

- Jan  Feb  Mar  Apr  May  Jun  Jul  Aug  Sep  Oct  Nov  Dec

Occupation: Retired TEACHER

(If retired, please indicate former occupation or profession.)

Are you currently serving on any County Boards or Committees? Yes  No

If yes, please provide the name of the Board or Committee:

1. \_\_\_\_\_
2. \_\_\_\_\_

*Applicable County codes require appointments to the following Boards to be persons who are residents of the Jefferson County: Code Enforcement Board, Planning Commission. No person may serve on more than one of these boards concurrently.*

Complete the following: Please describe those facets of your background/experience that you feel may be useful for membership on this Board/Agency.

What do you feel you can contribute to the Board/Agency to which you are applying?

My Experience as a leader of State and local Govt

Academic – Degrees, Diplomas

BS degree in Political Science + US History

Professional – Certifications

BS Degree Master Degree in Adm + Srv

Knowledge – Training, interests, or experience

Military Service (ARMY)  
SIR/NCO E-5

Community Involvement – List organizations/positions

DR MARTIN LUTHER KING Community Center  
Jefferson CO Demolition Ex Committee

Organizations – Membership

NEW SALEM M.B. CHURCH (DEACON)

Please attach any other information or resume you feel will assist the Commissioner in your district and the Board of County Commissioners in making their decision on this appointment.

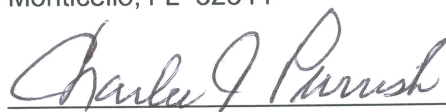
**IMPORTANT INFORMATION ON APPOINTMENTS TO BOARDS OR AGENCIES**

Florida's Public Records Law, Chapter 119, Florida Statutes, states: "It is the policy of this state that all state, county, and municipal records shall at all times be open for a personal inspection by any person." Your application when filed will become a public record and subject to the above statute. In addition, any appointed member of a board of any political subdivision and all members of bodies exercising planning, zoning, or natural resources responsibilities are required to file a financial disclosure form within 30 days after appointment and annually thereafter for the duration of the appointment as required by Chapter 112, F.S. If appointed, please contact the County Supervisor of Elections to obtain the applicable disclosure forms.

Terms on various boards and agencies vary and may be for a period up to three years. Appointments expire on the last day of August of each year on a staggered basis. In addition, vacancies occur throughout the year for various reasons and vacancies are filled for the remainder of the unexpired term. If any vacancy is for a period of less than six months, the Board of County Commissioners, at their discretion, may appoint an individual for the remainder of the current term, plus one full term at the time of appointment. County boards and agencies play a vital part in our community. You are encouraged to submit an application for appointment to a County board or agency prior to board appointment deadlines. The deadline to accept any application for annual appointments is 5:00 p.m. Wednesday of the week preceding the Regular Commission Meeting on the first Thursday of the month of August. There is no deadline for accepting applications to fill vacancies. For information concerning any board or agency or the appointment process, please call the Office of the County Coordinator at the Courthouse Annex, (850)342-0287, or visit our website at [www.jeffersoncountyfl.gov](http://www.jeffersoncountyfl.gov).

COMPLETE, SIGN, AND RETURN THIS FORM TO:

Office of the County Coordinator  
Jefferson County  
450 West Walnut Street  
Monticello, FL 32344

  
Applicant Signature

12/4/14  
Date

Staff Use Only: Appointed: Yes  No  Term Expiration Date: \_\_\_\_\_

Date Notified: \_\_\_\_\_

**ITEM 5(c): UPDATE ON WEB PRESENCE  
PROJECT**

## Jefferson County Web Presence Initiative

November 21, 2014

Following is an initial report on the County Web initiative called for by the BOCC. A further report is underway and CPI is requesting that this item be set for consideration at the next BOCC meeting (December 2, 2014 agenda). Some of the flagged updates could be implemented by County staff in the meantime.

### I. Background & Status

#### ▲ Project Overview

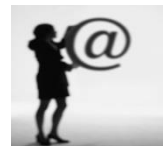
In September 2014, the Jefferson County Board of County Commissioners called on CPI Consulting to present a proposal to the BOCC for addressing stated needs regarding the Web presence of the County and related organizations, particularly the EDC and TDC. The proposal was requested for the September 16, 2014 BOCC meeting and was presented at that time and approved. A copy of the proposal with scope of work is attached.

“Web presence” refers to how the County shows up on the World Wide Web in relation to goals and purposes of the County. This encompasses such concerns as where the County can be found on the Internet, how frequently and readily it appears in online searches and the impression given by how information about the County is presented. Intertwined with these concerns is the matter of how effective the County (and the named partner organizations) is through what it is presenting to the public and specific target audience via the Web.

The primary focus of this project is on the main County Website along with Websites of the EDC and TDC. To a lesser extent, the project also speaks to other related Websites as well as the role of social media.

Work on the project was to begin in early October as part of the 2014-15 budget cycle. Several administrative delays occurred on the County’s end whereby the project moved forward later than anticipated (starting November 3). Agreements have also been executed with the Jefferson County EDC and TDC effective November 1, 2014 – January 31, 2015.

For purposes of this report the Website at <http://www.jeffersoncountyfl.gov/> will be referred to as “the main County Website”.





## ▲ Summary of Status

CPI has undertaken the following tasks:

### County

- Reviewed main County Website (with limited exceptions as flagged) and provided written evaluation and suggestions on site plus related considerations
- Reviewed Website of current Webmaster and coordinated with company account manager on questions about the site and their services
- Consulted with County representatives on current practices and history

### EDC

- Review and evaluation of EDC site
- Preparation of initial report with identification of priority needs, questions and initial recommendations
- Coordination with Director to provide initial feedback and discuss EDC needs
- Phone discussions and coordination of meeting with EDC Web vendor along with facilitation of transfer of Web domain and site hosting to the EDC
- Coordination with new Web host company for EDC account establishment, creation of a secondary URL (and redirection to main domain) and arranging for email account for both domains
- Initial analysis of technical aspects of the site (with detailed analysis to follow now that the transfer is complete and access provided)

*Note: Knowledge of site architecture used and transfer of the site were required before decisions could be made on the site platform (TBA), which precedes actual development of a new or revised site. EDC and vendor representatives were out of town at conflicting times and mentioned meeting was not possible until November 18. The transfer was begun that day and completed next day.*

### TDC

- Limited review of TDC Website and separate Blog page
- Two meetings held with Coordinator on their site and needs
- Feedback provided on site platform and options
- At Coordinator request, contacted site Webmaster for in-depth discussion on site history, architecture and related questions, options – with second meeting scheduled for November 24

NOTE: There are complications with this site that require special considerations and more in-depth evaluation.

Initial report due to TDC December 1. To also include limited review of social media page and activities.

## ▲ County Website History

In 2010 the County hired a Web services company to redesign its site and, upon completion, to serve as Webmaster adding updates and other changes when requested. The Clerk's Office recommended the company (2K WebGroup, from Franklin County) and has used them for the Clerk's Website as well. County staff members Bill Tellefsen and Larry Halsey were responsible for the site in earlier years.

The County Coordinator's Office serves as liaison with the Webmaster for purposes of the main County Website. The Assistant Coordinator has administrative access to the site and has familiarity to make changes of an update nature within it. Such changes are made on a time permitting basis. Other changes, and requests for technical support, are periodically sent to 2K WebGroup for action.

The Clerk's Office has limited needs for changes to its site and, when needed, transmits the changes to 2K to make.

### Budget & Expenses

The County budget includes a line item for IT/Computers as part of County Administration. This includes hardware, software, IT equipment repairs, Webmaster services and email hosting services. For FY 2014-15 the line item was funded at \$20,000. Prior year expenditures for this line item were: \$27,870.

2K WebGroup invoices the County for roughly \$220 per month. This includes: maintenance and hosting of the main County Website and the Clerk's Website (\$194 combined), storage of County emails (up to 10 GB capacity) and spam filtering (and junk mail storage) for the main County email addresses and those of the Clerk's office.

### Other County Sites

Constitutional Officers each have their own Website. According to staff and the Clerk, each has had autonomy with regard to Web support services used for this purpose as well as the content of their respective sites. The main County site provides links to each of these related sites.

*Note: The Websites of Constitutional Officers have not been reviewed as part of the project, with minor exception of specific Clerk's Office pages linked to the main County site.*

The County Small Business Development Program has a Website, created and maintained by CPI Consulting, at <http://jeffersonmeansbusiness.com/>. A site for the County's Vision ACTION Plan initiative was likewise created at: <http://ouractionplan.org>. These two sites were not budgeted for and are informative but "no frills" versions.

### ▲ Other Related Sites

The EDC and TDC each have their own Websites. Both are in need of change and the EDC site is considerably outdated. The TDC site uses outdated architecture, making it difficult to work with. The TDC also has a new Blog that will be added to the project review. The sites are:

- <http://www.jeffersoncountyedc.com/>
- <http://www.visitjeffersoncountyflorida.com/>
- <http://jeffersoncountytdc.wordpress.com/>

In addition, the Chamber of Commerce and Monticello Main Street have related sites at: <http://www.monticellojeffersonfl.com/> and <http://mainstreetmonticellofl.org/>.

### ▲ Social Media

The County does not have a social media page – on Facebook, Twitter, You Tube or other platforms. The Small Business Development Program has a Facebook page.

The EDC has not been engaged in social media. The TDC has included funding in its budget for active social media involvement and is considering the options. The Chamber coordinates a Facebook page called Discover Monticello and other key organizations (such as TDC and the City) do posts to the page as well.

### ▲ Next Steps

In addition to the work reflected in this report, CPI is continuing with other tasks laid out in the referenced scope of work. As the project has proceeded new actions have been added and some tasks adapted for the best end result for each of the three project sponsors.

If desired by the County, CPI is prepared to make certain of the Website changes called for in this report in order to immediately improve the site.

CPI also recommends involving the County departments in this project and offers project services and suggestions as that part of the report below.



## II. Web Presence Considerations

### ► Website Purposes

Desired outcomes should drive investments and related decisions for Websites and other online presence. Examples that CPI has assumed for the County follow:

#### General

- Provide public services
- Ensure public awareness
- Instill public confidence
- Engage the public
- Foster & demonstrate efficiency & effectiveness
- Achieve best use of public dollars

#### Specific

- Protect public safety by preventing, effectively responding to and recovering from emergencies
- Promote improvements to the local economy through more business and economic development
- Afford the opportunity for the public to have meaningful input to decisions of government bodies that affect the public
- Avoid controversy, wasted resources and negative end results through informing stakeholders and the public on community issues and doing so in a timely manner
- Save time and money, and get faster results, by tapping online tools and methods for serving and communicating with the area residents
- As subsets of the above, several examples include:
  - Provide more information on the Website on topics of frequent questions or common interest in order to reduce calls to staff that collectively take much more time to address on a one-by-one basis
  - Get more participation in recycling in order to increase revenues from scrap dealers while also reducing waste volume to landfill (and, at the same time, conserving natural resources)
  - Utilize online surveys and forms that can be completed, transmitted and tabulated online to save staff time in processing and get faster responses (while reducing time and effort required of the public).

This section of the report can be developed further if desired. If so, it could be included with the proposed online survey of departments as a way to further engage their participation in Website improvements.

## ► Website Criteria

Criteria used in evaluating the County Website relate to the site's:

- Responsiveness – in terms of its relevance and timeliness in what potential visitors need to know or are interested in seeing and how they want to receive information
- Marketing appeal – which affects how long visitors stay on the site, how much they take in while there and whether or not they return
- Usability – from a public and County personnel standpoint
- Professionalism -- which affects how the County is perceived

Primary criteria include:

- Content
- Design/Appearance
- Accuracy
- Organization
- Functionality
- User Friendliness
- Interactivity/Engagement
- Traffic Generation & Optimization
- Web Analytics/Visitor Tracking
- List Building (for future outreach)
- Branding
- "New Era Features"

Content, as used here, refers to the message and meaning of the narrative text and A/V media contained on the site. As outlined in the project proposal, it encompasses: relevance, timeliness, clarity, cohesiveness, completeness, and related factors. Most importantly, it pertains to the effectiveness of what is being conveyed to site visitors.

User Friendliness is important from the standpoint of the public and all visitors to the site. For the Website mechanics to be user friendly to the site owner (in this case, County staff) can also be valuable (as discussed below).

New Era Features refers to the fast changing online landscape whereby modernized Websites make use of social media, videos, online surveys, online events, opt-in boxes, flash, advanced clip art, animation and other features, some of which play an important role in search engine optimization. Not all such features are needed for a government site but many of them will increase user interest as the expectations of Website visitors for their online experiences has quickly evolved. Designing sites for

compatibility with mobile devices is another important consideration as is the fast-growing use of a wide range of apps for many different purposes.

### ► **Social Media Use & Integration**

These days, social media is a vital part of an organization's Web presence. Many organizations are establishing Facebook pages and other social media accounts in lieu of creating Websites. The public has grown to expect organizations to have at least one social media account.

Social media includes such tools as Facebook, Twitter, You Tube, Pinterest, Instagram and Linked In. Accounts are free and easy to create.

Social media posts can take place quickly as news arises or needs to otherwise communicate, often much faster than the time it takes for an organization to have Website updates done.

Linking social media pages to an organization's Website (integrating the two) automatically increases the ability of those searching the Web to find a particular Website (based on Google and other search engine priorities).

## **III. Initial Findings & Recommendations**

Websites and social media accounts have become vital tools for public agencies and other organizations. Effectively utilizing these tools requires time, talent and ongoing commitment.

### ▲ **County Website Review**

As noted above, CPI Consulting has reviewed and evaluated the main County Website (with the exception of several limited sections to come). Attached is our report on the results of that review. It includes findings and recommendations for improvements. To further assist the County, suggested narrative has been provided that could be copy/pasted into various pages of the site.

### ▲ **County Webmaster Review**

CPI has reviewed the site of 2K WebGroup at: <http://www.2kwebgroup.com/>, including the sites of selected clients from its portfolio, and has spoken with the company owner. The company has demonstrated its capabilities, has a good working relationship with the County, is knowledgeable about the two County sites and is able and ready to address the kinds of needs that the County has, including certain of the changes and improvements recommended in this report.

Based on this review and the County's satisfaction with the Webmaster, CPI is not recommending a change in this County service provider. However, through no fault of the Webmaster, the County appears to not be getting the full value of this contract by virtue of the fact that paid Webmaster services are available each month that are not being tapped. Therefore, the County has the option of increasing its monthly requests of the Webmaster (through a commitment to expand and otherwise improve upon its Website) or requesting a reduction in the monthly charge due to limited or minimal workload on the Webmaster.

### **▲ Assignment of Responsibilities**

Maintaining an effective Web presence requires ongoing attention to Websites and social media accounts. Staff and/or vendors must be assigned responsibility for these functions, both in developing or obtaining information to post and in making the changes to the Websites and accounts.

For Web design and maintenance purposes, it makes sense for a local government – and especially a small county or city – to utilize contracted support services. At the same time, it can be beneficial for organizations to have the in-house capacity to make changes to its Websites and social media pages where needed – capacity in the form of knowledge of how to do so and the time to do so when needed.

When an outside Webmaster is used the client submits changes to them and waits for the changes to be made based upon their availability. Sometimes changes may be time sensitive with faster action needed than a contracted Webmaster can provide. Some changes may be needed on an urgent basis – e.g., to inform residents in an emergency, to correct misinformation, to make a time-sensitive announcement, etc. Having enough familiarity with one's own Website to be able to address such changes in-house can be a valuable thing. The Assistant County Coordinator has enough familiarity with the site to be able to do this when needed.

Keeping up with content development and updates for Websites can be a challenge and has been for the County. Staff has advised that other responsibilities make it difficult to devote the time involved in maintaining the Website, whether directly or by preparing or gathering information to submit to the Webmaster for action. Staff has also expressed the need for more training in functions of the Website technology and for others with the County to be involved in providing information for the site.

The Jefferson site deals with the many departments, functions and concerns of County government and it is reasonable to expect multiple parties to be involved in generating appropriate and needed content for the Website – news and other information of importance to individual departments, for example. This necessitates a coordination

function that has not been assigned. The process suggested under Departments tab below could be a start.

Some Website updates, by their nature, are much more easily done in-house as in the time it would take to explain them to a Webmaster they could have been completed. Others are of a type easily referred to the contracted Webmaster – like reorganizing pages, creating new pages and inserting large blocks of content, adding videos and images in a particular layout, adapting pages for mobile devices and such. The challenge, again, is in developing the content and instructions toward this end.

The County Webmaster is on retainer to make changes on a monthly basis. Information must be assembled and provided to them in order for the County to derive the full benefit of this arrangement. If asked to do so, CPI can assist in preparing a reasonable time-line and flow for several months' worth of assignments to the Webmaster. The County will need to have a plan and allot the time to continue this ongoing process.

Lastly, no-one is currently assigned social media responsibilities for the County and action on this is also recommended even if on a limited basis. Further recommendations are forthcoming on this.

### **▲ County Website Revisions**

Some of the changes now needed to the County site are of a type best carried out in-house. Some of these require a combination of locating text to be changed and judgment calls while the work is underway. Others could be assembled for transfer to the Webmaster with instructions.

While not planned as part of this project, CPI is available (at no additional charge) to provide several hours' worth of time making changes called for in this report, under the direction of the Coordinator's office. CPI could do this work from a computer in the Coordinator's offices if desired. In addition to direct changes within the site, CPI could prepare other information and instructions for transmittal to the Webmaster and coordinate with 2k WebGroup on its completion.

In the process of this work, and coordination with County departments on additional changes (as offered elsewhere in this report), CPI could evaluate and provide more informed feedback on the County's Website needs, capabilities and budget, including the demand for Webmaster services, extent of department-driven changes, opportunities for process changes to make the best use of limited staff time, training needs and the like.



### ▲ Other Website Revisions

Significant time is being required on EDC and TDC account and infrastructure issues (locating hosts, creating domains, coordinating transfers, evaluating platforms, etc.) as a necessity before considering site design options and content needs. This process is actively underway for both organizations.

### ▲ Rules & Procedures

The following priority needs in this category, for each of the three organizations, include:

1. **Website account access** – Access should be limited to ensure protection of organizational information and reputation
2. **Site backups** – Webmasters should be charged with regularly backing up (saving a duplicate of) the information contained on the sites (and the site design via the coding of the sites). The clients should also have access to the backups. Lost information can be very costly to organizations in multiple ways.
3. **Website content** – Assignments are needed as to who is responsible for developing Website content. An approval process is needed as to what content then gets posted.
4. **Webmaster liaison** – Assignments are generally made as to who is responsible for and authorized to engage in communications with and assignments to contracted Webmasters. A process should be in place for that person(s) to give assignments to and otherwise communicate with the Webmasters.
5. **Social media postings** – The same needs exist for these accounts and postings.
6. **Email account access** – The organization should define who has access to user accounts and steps should be taken to protect access information.



## Jefferson County Website Evaluation

<http://www.jeffersoncountyfl.gov/>

### I. General

#### Design & Functionality:

- Generally acceptable appearance and functionality for a government entity (as opposed to businesses and others with marketing goals)
- Appearance could be made more interesting looking and visually appealing (and thereby more effective) by limited easy-to-implement steps -- or further improved on by more substantial steps.
- Photos used at the top of each page are clear, well-sized and good choices in highlighting the community. Other such photos would increase the site's impact – creating more visual appeal and informing visitors of additional community assets and interests. Add photos that capture attention, make individual pages of the site look more interesting, break up blocks of plain text and further inform visitors to the site.
- For content and design purposes, add videos for greater impact in conveying information and for a more modern look. Videos also enhance search engine optimization, though SEO for the site is already strong given its nature as a public agency. Videos are available from many different sources and can also be taken by the County.
- The content of the County logo is acceptable but its design appearance is lacking. A design specialist could easily make it look professional, appealing and of positive impact. The County Webmaster may offer these services.
- Margins are very limited whereby text runs almost to the edge of the pages, a non-standard format that detracts from visual appeal. This is a change that can easily be assigned to the Webmaster.
- Links to some sub-pages are not set to “open in a new window” whereby visitors to the main site are taken away from the site and may not automatically return. Some may be frustrated or confused in the process. For example, if the reader clicks on the Budget they automatically leave the main Website and are taken to the Clerk’s site with no arrow back option.

- Forms could be made fillable online for added benefit to the public and County staff (as discussed elsewhere).
- Further conclusions depend on CPI having the opportunity to examine the site platform and mechanics (from inside of the account) beyond an initial cursory look thus far.

*Based on feedback received, it has been assumed that the County prefers to not invest in major design changes at this time and recommendations in this report have been focused on improvements that can be accomplished through building upon the current site.*

### **Content & Priorities:**

The Navigation bar defines the site organization and priorities as:

- County Departments (with 13 sub-pages)
- Constitutional Officers (with 5 sub-pages)
- About Jefferson
- Commerce & Development
- Recreation & Tourism
- History & Culture
- Links of Interest (with 11 links to other organizations)

The type and status of site content varies. Some is of a nature where updates are infrequently needed if at all. Other content is more dynamic and requires more regular updates. Parts of the site are in need of updates. Some pages and sections need additional content in order to be of value for site visitors (with examples indicated below).

As observed by the BOCC, connections are needed with the sites of other key organizations and the respective organizational goals and messaging integrated for the benefit of all.

Though not a major concern, non-substantive corrections and improvements in some sections of the site will be beneficial (e.g., consistent fonts, formatting, punctuation, grammar, capitalizations). Such changes will contribute to professionalism of the site and the impression given of the County.

### **Brand**

Jefferson County is referred to as the Keystone County. This term may not have meaning to some people or consistent interpretations of meaning.

Merriam Webster Dictionary defines "keystone" as:

- In architecture: the wedge-shaped piece at the crown of an arch that locks the other pieces in place
- Something on which associated things depend for support
- A species of plant or animal that produces a major impact on its ecosystem and is considered essential to maintaining optimum ecosystem function or structure

The Home page and About page could include a statement of meaning in relation to Jefferson County – as an opportunity to capture attention and generate interest in what the County values and stands for. A subtitle phrase could also be added to the site header to this effect if fitting design-wise.

### **Traffic & SEO**

The main County site comes up first in Google searches for Jefferson County, Florida (and FL). Shown second is the Wikipedia page for Jefferson County, followed by the Clerk's Office. Sites for other Constitutional officers, Extension Office and other County offices appear on the first several Google pages.

The County site is set up with analytics tracking, an important tool enabling the County to see the volume, frequency, locations and interests of visitors to its site. Traffic data should be monitored and acted upon as needed -- and a sampling of such data will be reviewed as part of this project, with conclusions offered.

### **Other**

1. Consider adding a "customer survey" as a way of staying connected to and getting input from the public. Include an automated message to those who respond thanking them for their participation while not promising individual responses due to volume received (but providing them where possible).
2. Review and update Wikipedia site as needed: [http://en.wikipedia.org/wiki/Jefferson\\_County\\_Florida](http://en.wikipedia.org/wiki/Jefferson_County_Florida). While not a site of the County, Wikipedia is a highly visible site that affects the County's interests (as with other non-County sites named as part of this project) and it can be updated by County personnel.

## **II. Home Page**

### **►► CURRENT**

The **Home Page is not included on the navigation bar** and once the visitor leaves the page to go to other pages it can be confusing as to how they are to make their way back. If they visit 5 pages, for example, they have to arrow back through all the pages to return to the Home page.

**Contact information is conspicuous by its absence**, either directly on the page or as a tab in the navigation bar. There is a "Who's Who" link in very small print at the upper right corner of the page, not obvious to visitors. Web pages also typically use the terms "Contact" or "Contact Us" (within navigation bars) for this kind of information. "Who's Who" doesn't necessarily have the same meaning. Contact information is very important for local governments to feature and in an easy to spot manner.

Also at the upper right corner of the page (in very small print) is a link for "**Report County Issues**". The wording of this link suggests a broad use but the form is set up to address road related issues only. Clarification of the instructions is needed as well.

A link for "Employment" is at the upper right corner of the page. The frequency of new job openings likely doesn't warrant this positioning and it also would make more sense design-wise to relocate it.

Information at some of the several News links at the bottom of the page take the reader to **outdated information**, including the Draft Land Use Code and the Budget. **Explanations are lacking** for all four of the main links.

The Home page has a prominent notation for the reader to: "Click here for **recent uploads including meeting audio and agenda packets**". At this link access is provided to only two meetings, both from 2013. One of the sub-links has the heading "Malloy Landing Issue"; however the packet and audio are for the full meeting, including other agenda items.

## ►► RECOMMENDATIONS

1. Assuming that that keeping the **navigation bar** to the current number of tabs is desired appearance-wise (rather than going to two rows of tabs or a smaller font for tab names)...
  - a) Create a new tab, in the first position on the navigation bar, entitled "Home" or "Home & Contacts" (see below)
  - b) Create a new tab for "County Assets & Priorities" (or a similarly named grouping) and move links there for the "Commerce & Development", "Recreation & Tourism" and "History & Culture" tabs (see below).
  - c) Change "Links of Interest" tab to "News & Links" and use the page for both purposes, with sub-pages as needed.
  
2. Redo the **Home Page as a "landing page"** that includes:
  - A brief introduction to the site and its purpose
  - A paragraph about the County and its brand and interests
  - A short paragraph about how to contact County offices with a link to the kind of information now under "Who's Who" but instead named "County Contacts"

- A short paragraph about the option for and importance of informing the County about road issues, with a link to the form now under “Report County Issues” and more clear instructions for all to follow
- A short paragraph about the News & Links page where time sensitive news and announcements are featured (but not posting them on the Home Page)
- An opt-in box (email address collector) for those who would like to be on the mailing list for County notices
- A short video clip on a topic of broad interest – suggestions forthcoming

*NOTE: CPI is happy to draft the narrative for this page and suggest visuals.*

3. **Move the following other content** as noted:

- a) Most of the lead paragraph under the Welcome banner is also included on the “About Jefferson” page. Remove it from the Home page and pick up any of the additional information as relevant
- b) In addition to the News narrative, move the block of News links to the News & Links page
- c) Decide on whether to feature past **agenda packets and audios** or not. If so, keep them current. Also move this information from the Home page to the News & Links page noted above. Consider posting the agenda packets in advance of the BOCC meetings (whether or not audios are later posted).

4. On the new page for **County Assets & Priorities**, include an introduction to the overall subject and feature short sections on “Commerce & Development”, “Recreation & Tourism” and “History & Culture” with links to the more detailed pages. Consider renaming the first two sections.

*Note: CPI is happy to prepare draft narrative for this page and will propose content integration for purposes detailed in the project scope.*

5. An **explanation is needed** of the information at the News links as well, so the readers know what they are looking at, including:

- a) Draft Land Use Plan – What the document is, its status, the opportunity for public input, the schedule for public meetings – and the existing Code should be posted
- b) Proposed Flood Maps -- What the document is, its status, the opportunity for public input, the schedule for public meetings

- c) Volunteer Application Form – The committees, agencies and activities/functions should be identified for which applications are invited or may be submitted

### Sample of Suggested Content

Following is recommended text for the Website on a time sensitive topic ...

Under the News & Announcements section of the current Home page: Add this text for now while new pages are being added to the Website and Home page content moved –

**Draft Land Development Code:** Jefferson County is in the process of revising its local code governing land uses throughout the county. For a copy of the latest draft, [click here](#). To see the current code, [click here](#). A new draft is scheduled to be presented to the Board of County Commissioners on December \_\_. That version will show all proposed additions as underlined and all proposed deletions as stricken through. Upon receipt and review of the proposed changes the Commission will decide upon next steps for the proposal, including establishment of a public hearing schedule.

### III. County Departments

Feedback on current pages follows along with suggested changes. As a few general comments that apply across the board:

- A description should be included on each page of what the department does and the services it provides.
- Make sure that the names and email addresses for department contacts are up-to-date.
- Even a single photo on each page would improve the appeal of the pages. Three of the 13 department pages have photos and a fourth has a map and logo. The Road page, for example, includes a colorful and relevant photo that adds interest to the page.

In addition, it is recommended that the Coordinator's Office contact all County Departments to request input on their respective pages. They should be able to provide the above information as well as other information that would be valuable to area

residents and other visitors to their respective pages. They could be invited to periodically submit other information for the site and provisions made for reviewing and posting same. It is assumed that the Coordinator's office would have the role of approving information before it is added to the site.

CPI could coordinate the initial department outreach if authorized to do so and provided with the appropriate contacts. Otherwise, CPI could post this report on a private Web page and prepare an email for use by the Coordinator in requesting departmental involvement for purposes of improving the Website. An online survey tool (created by CPI) could be used to collect the input or email option used for those who prefer.

### **Board of County Commission**

- Update to reflect 2014 Election results
- Move this line to follow pictures and listings of Commissioners: "Not sure which commissioner represents your area? View the district map."
- Link for BOCC agendas\* goes to a page where last one shown is 7/15/14. It also leaves the main County site and without opening in a new window.
- Link for BOCC meeting minutes\* goes to a page where last one shown is 8/5/14. It also leaves the main County site and without opening in a new window.
  
- Link for County budgets goes to a page where last one shown is 2013-14. It also leaves the main County site and without opening in a new window. A one page budget is shown with high level rather than the detailed figures of adopted budgets.
- Link to County ordinances goes to an external site (without opening in a new page). A range of ordinances appears there. One important one is listed but the code provisions missing: the Land Development Code. It is also important for the County to furnish the third party host, Muni-Code, with adopted copies of county ordinances.
  
- An excerpt from Government in the Sunshine policy is cited at the bottom of the page, noting that verbatim records of proceedings may be needed in the event of appealing a decision. A sentence should be added to the effect of: The County maintains audio recordings of Commission meetings which can be made available on request." – or indicating that the recordings are available elsewhere on the site, if these recordings are to be updated (as discussed earlier in this report).

*Note: The latter also applies to the Planning page if Planning Commission meetings are recorded and available.*



*\* It may be advisable to add a note on these pages to the following effect: "This page is periodically updated. If information that you are seeking is not yet here please feel free to contact us at \_\_\_\_\_."*

## **Building**

Twelve forms appear on the site (to be checked for our next report). County staff has expressed an interest in having forms that can be filled out online. This is standard with many Websites and would be an improvement for this site. It would also save time and resources by enabling contractors and others to submit their paperwork electronically. In the meantime, having the forms available on the Website is good.

The Fee Schedule document is not as user friendly as it could be (a scanned 7 page document with marks on the pages throughout). However, it is comprehensive and informative.

## **County Coordinator**

Move first paragraph up several lines. Add spacing between paragraphs and stand-alone lines. Make punctuation corrections.

## **Emergency Management**

This page includes very limited information and citizens of the County would benefit by the **addition of emergency preparedness and response information** – importance of hurricane preparedness, links to steps that residents can take, the roles and services of this office and what residents can expect in an emergency.

The Capital Area Hurricane Survival Guide is one area-specific and timely resource to add, along with a possible FAQ section like on where to get sandbags, what to do if your local road is flooded, etc.

The County might want to add a resource on Ebola like some local governments have done. Here's one from a Florida County as drawn from Florida Department of Health Website: <http://www.co.hernando.fl.us/pdf/EbolaGuidanceforOurCommunity.pdf>

The link shown in the section for Local Mitigation Strategy goes to the ARPC Home Page which has no information on this subject. The Emergency Management page of that site is here <http://www.thearpc.com/id12.html> and consists of a link to the emergency section of the Strategic Regional Policy Plan (rather than what the County page says it goes to). We suggest changing

The paragraph to this section also starts out with "Jefferson County recently began a new planning effort to ..." The timing for addition of this text is unknown and, like other parts of the site, may have been years whereby reference to "recently" may be

outdated as may be the solicitation for input. The document shown at the link is from 1996.

### **Extension Office**

This page includes minimal information but links to their site (through IFAS) for details. For clarity of the reader, add a new paragraph as follows along with the Extension link:

Find out more about Extension Office functions, services, activities and opportunities to get involved:

### **Fire & Rescue**

The first part of this page focuses on employment matters (position types and application form). The first section would be better focused on describing the services of this department. The public also wants to know things like are ambulances available locally, how to report burning activities, is burning of wood waste allowed, how to prevent fires, how to get 911 address placards, etc.

The second part of the site seems to be calling for donations for a staff member or volunteer in need at the time of the posting. This section needs to be updated. Consistent font, size and color are needed as well, and a bolding of the call for volunteers. The contact listed for volunteers should also be checked for any updates.

The third section is photos. Some are duplicates (which would be better removed) and the section would be best as either a slide show (preferred) or page display rather than both.

### **Grants Administrator**

The SHIP section of this page says: "The repairs program assists qualified homeowners with up to \$15,000 for repairs to existing structures." It should be corrected to say "up to \$40,000" with up to \$15,000 shown for home purchases.

It would also be worth noting the funding cycle information – such as by adding: "Grants under the latest funding cycle have been awarded and timing for the next cycle has not yet been announced."

### **Library**

Minimal information is included on this page but it links to the full Library Website.

The heading for "Announcements" should be removed as there is there is nothing on the rest of the page.

## **Planning**

An outdated draft of the Land Development Code (July version) is posted as the current draft and should be updated and explained as per the proposed narrative on page 15 above.

The 2011 Vision Plan links are provided. The 2014 Vision ACTION Plan, adopted by the BOCC in June, should appear here as well.

Use consistent font size for next line (Comp Plan and Map) and remove yellow highlights.

Information on the Planning Commission and Code Enforcement Board INFORMATION PAGE needs to be updated – Commission members, current copy of draft land use code and statement of status, current Code Enforcement personnel, process and contact information.

On the Planning Department Informational Links sub-page, the ARPC link for paragraph on Local Mitigation Strategy information is not accessible ("The Page Cannot Be Found"). Also on that page, the link to 2-1-1 Big Bend Searchable Database (Jefferson County) is broken ("The Page Cannot Be Found").

The Mission statement could be improved upon.

Balance of this page and varied sub-pages not yet reviewed - TBA.

## **Recreation**

Link to the Jefferson County Bicycle and Pedestrian Master Plan should include a statement about the Plan and when it was completed. The Plan document shows no date on cover or initial pages.

## **Road**

Add a description of what this department is and the services it provides (like some of the other department pages have).

It may be helpful to the public (and the Sherriff's office) for examples of such "roadway emergencies" to be listed (e.g., vehicle disabled in roadway; farm animal loose on highway; etc.) – and any identified that should instead be referred to the Road Department (or for the public to call the department if during business hours but Sherriff's office if after – such as for a downed Stop sign or road flooding).

## **Small Business Development**

This office is not currently listed and adding it will increase its visibility so that more businesses and entrepreneurs can be served. As an initial entry, the following is suggested (with more to come and photo):

Jefferson County provides free support services to local businesses and community residents seeking to establish their own businesses. For further details, see: <http://jeffersonmeansbusiness.com/>

Contact:

Small Business Development Program  
Courthouse Annex, 435 West Walnut Street  
[smallbusiness@jeffersoncountyfl.gov](mailto:smallbusiness@jeffersoncountyfl.gov), 850-363-3753

## **Solid Waste & Recycling**

Start the page with a short description of what this department is and the services it provides.

No date is given for the assessment fee review or the Commercial Solid Waste Survey deadline. Make sure the survey is still underway and best to post a time-line so readers know the cutoff for the review and their input.

Online surveys can be effectively used for purposes such as this whereby the participant fills out the form electronically (no need to mail or fax) and the results are tabulated automatically (saving staff time and providing professional reports. This particular survey makes very good use of visuals designed to help participants respond more accurately. If an online survey were to be used in such a case the images and sub-text could be posted on the Web page.

The site map is helpful for the public. Enlarging it so that the names of roads are visible would make it a more valuable tool.

The Recycling Center section refers to 1994-95 data. Not crucial but more current solid waste statistics are available from DEP.

Adding a header and short description of the Adopt-a-Road project would be helpful – e.g., when it was established, why and that it's a cooperative venture between the Rotary Club and the County (if that's the case).

## **Veteran's Affairs**

Add to the page a description of what this department is and the services it provides.

## **IV. Constitutional Officers**

Not part of this project, with limited exception as noted elsewhere (Clerk's pages).

## **V. About Jefferson**

As noted earlier, we recommended having this page immediately follow the Home (landing) page. Content could include a summary about the County (beyond the one on the Home page) and the County Mission Statement (as posted in the Commission chambers and as modified in a limited way per the Vision ACTION Plan). Relevant links could then follow, such as:

- Your County Commissioners – See “County Departments” tab above or click [here](#)
- Key County Contacts – see “County Departments” tab above or click [here](#)
- Board Agendas & Minutes
- Calendar of Events
- Bids & Awards
- County Policies & Procedures (optional)
- Reporting Issues
- Employment Opportunities
- Volunteer Opportunities
- Frequently Asked Questions

Current content of this page will be reviewed and feedback provided. Coordination will be needed with other parties.

NOTE: Recommendations on VI – VIII below are affected by action and options for the navigation bar as discussed earlier. The substance of these pages (including content coordination) will also be addressed as part of the ongoing review and action on the EDC and TDC sites as well as comments on the Chamber and Main Street sites.

## **VI. Commerce & Development**

After page title add: This page includes information about the local economy, related community activities and organizations established to address area needs.

Under EDC, remove “Operating from the Chamber of Commerce”.

After Small Business Development Program add: This program of Jefferson County provides free support services to local businesses and community residents seeking to establish their own businesses. For further, see: [place the link here]

Create new sub-title: Vision ACTION Plan. Add this text to it ahead of the link: The Jefferson County Board of County Commission approved this Plan in June 2014,

implementation of which is underway. The Plan gives emphasis to needs of the local economy, including business and economic development.

CPI is coordinating with the EDC and Chamber on updates to their sections and may suggest that Monticello Main Street also be included. Other suggested changes to this page are forthcoming.

## **VII. Recreation & Tourism**

Add a lead paragraph to the effect of: Jefferson County is rich with opportunities for recreation and tourism, just some of which are highlighted on this page.

Show the two listed rivers as subsets (bulleted paragraphs) under Canoeing.

Incorporate updates such as the new nature park on Water Street, change to JCKC, Southern Music Rising Festival, others.

Add a short paragraph on the Recreation Park at Mamie Scott Drive and a link to the Recreation Department page: <http://www.jeffersoncountyfl.gov/p/county-departments/recreation>.

Add at the end of the page: As noted, these are just some of the many things to do and see in Jefferson County. Discover even more by visiting these community Websites: INSERT TDC and Chamber links.

CPI has requested that the TDC review this page (and these comments) and provide their suggested updates and revisions.

## **VIII. History & Culture**

TBA

## **IX. Links of Interest**

Good to have this. Several suggested changes:

- Link to Jefferson County School District goes to a page with no information where a password is required. It should instead link to the public access URL: <http://www.jeffersonschooldistrict.org/>
- After State of Florida add Small Business Development using this link: <http://jeffersonmeansbusiness.com/>. If dropdown is space-limited, move State of Florida to More Links section.

- Under More Links:
  - The 211 link goes to a Jefferson page that has sparse information. This is a high profile site and it could be worth Jefferson submitting additional information to improve upon this page: <http://211bigbend.net/hotlines/helpline-2-1-1/159.html>.
  - The third link says: "This Link is designed to announce the needs for County Programs Volunteers" but provides no information on the needs or the options for volunteering. If volunteers are needed or sought, adding a description would be helpful.
  - Improve the page appearance (e.g., standardized/consistent listings, photo)
  - Add more resources (and brief descriptions), such as:
    - Animal Control & the Humane Society
    - Historical Society
    - Monticello Main Street
    - Other suggestions to come

Thank you for the opportunity to present this report and we welcome receiving feedback and direction from the County. Meanwhile, we are proceeding with other tasks of the project for all three organizations: County, EDC and TDC.

Submitted by:

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