AUSTINGO: WEBSITE GOVERNANCE AND MANAGEMENT AUDIT

Background
- In December 2011, Council passed the open government resolution
- In January 2012, City launched a redesigned website, AustinGO

Objectives
- Evaluate City steps towards implementation of open government, as it relates to open data
- Review AustinGO web content management for compliance with best practices

Scope
- Policies, procedures, and initiatives in place as of July 2013

Finding 1: City Management has not adopted a strategic framework for open government, hindering its successful implementation
- Several initiatives related to open government
- Incomplete implementation
  - No strategic framework or action plan
  - Open government directive in draft form
Implementation of Open Data Requirements

<table>
<thead>
<tr>
<th>Resolution Requirements</th>
<th>OCA Observations on Implementation</th>
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<tbody>
<tr>
<td>Rules and standards for the implementation of open data</td>
<td>NO - rules and standards for open data not adopted or implemented</td>
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<tr>
<td>A program for setting priorities of data sets</td>
<td>NO - program for identifying data sets for publication not adopted or implemented</td>
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<tr>
<td>Timeline of publication of data sets in each department</td>
<td>NO - timeline for the publication of datasets not adopted or implemented</td>
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<td>A design for user-friendly access of datasets</td>
<td>YES - City has launched the Open Data portal which uses a best practice open data platform</td>
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<tr>
<td>Ongoing metrics to assess progress</td>
<td>NO - metrics to evaluate progress not adopted or implemented</td>
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Observation: AustinGO has received several recognitions and has taken a proactive approach to gauge customer satisfaction

- Best Website from the Texas Association of Municipal Information
- Best of the Web from the Center for Digital Government
- Award for Excellence for Government Finance from GFOA
- Also, the City has undertaken various initiatives to gauge customer satisfaction
Finding 2: Gaps in the website governance may impact quality of information provided to citizens

- Austin utilizes Drupal as its content management system for AustinGO

Inconsistencies for Web Content Managed Outside of Drupal

Recommendations:

1. Adopt a strategic framework and an implementation plan for open government
2. Implement a complete governance structure for management of all City web content

Management Response:

1. Concur
2. Concur