# Delaware Municipal Web Developers Group
## MEETING SUMMARY

**July 28, 2011**
Delaware Public Archives
Dover, Delaware
1:00 p.m. to 3:30 p.m.

**AGENDA**

## 1. Attendees/Absentees

**Attendees:**

**Barbara Belli** (Wilmington), **Gene Brinkley** (Smyrna), **Dick Cleaveland** (Dewey Beach), **Jennifer Coulbourne** (Smyrna), **Mark Deshon** (UD-IPA), **Alice Erickson** (Lewes), **Sharon Karl** (Henlopen Acres), **Christine Karpovage** (GIC), **Kristen Krenzer** (Middletown), **Mike Mahaffie** (GIC), **Richard Maly** (Camden), **Ed McNeeley** (GIC), **Debbie Morris** (Sussex County), **Jesse Savage** (Bridgeville), **Pam Smith** (South Bethany), and **John Wattenbarger** (Bethany Beach)

plus guests **Ted Patterson** (UD-IPA), **Jared Szymurski** (City of Wilmington), and **Doug Tuttle** (UD-IPA)

**Absentees:**

**Win Abbott** (Milton), **Tyler Anaya** (Harrington), **Cathy Beaver** (Townsend), **Al Bradbury** (Newport), **Lee Brubaker** (Ocean View), **Merritt Burke** (Bridgeville), **Sam Callender** (Cheswold), **Cheryl Carney** (Magnolia), **Dorothy Cheatham** (Kent County), **John Darsney** (Milford), **Jaclyn Davidson** (Sussex County), **Marian Delaney** (New Castle), **Agnes DiPietrantonio** (Fenwick Island), **Sarah Ferguson** (Felton), **Tom Glenn** (Sussex County), **David Henderson** (Rehoboth Beach), **Greg Hughes** (GIC), **Debbie Johnson** (Milford), **Dana Johnston** (Newark), **Lisa Kail** (Bethany Beach), **Mark Kennedy** (Kent County), **Wendy King** (Newport), **Tina Law** (Elsmere), **Kate Layton** (Dover/Kent Co. MPO), **John McDonnell** (Greenwood), **Jim McElhinney** (New Castle County), **Oralia McGinness** (Harrington), **Tracy Mulligan** (Bethany Beach), **Sue Muncey** (Clayton), **Tricia Newcomer** (Seaford), **Jim Plumley (Camden)**, **David Potter** (Middletown), **Diana Poole** (Elsmere), **Vikki Prettyman** (Blades), **Barbara Roberts** (Odessa), **Donna Schwartz** (Millville), **Danny Schweers** (The Ardens), **Lindsey Shallcross** (Bethany Beach), **Jamie Smith** (Laurel), **Angela Townsend** (Georgetown), and **Kathleen Walls** (Delaware City)

## 2. Open Data Movement:  Delaware's Goals and Discussion

Mike Mahaffie gave a brief presentation (available online at http://t.co/3PpYoj3) on Open Data and Delaware's developing approach to sharing state and other open data.  He shared the Wikipedia definition of open data as "the idea that certain data should be freely available to everyone to use and republish as they wish, without restrictions from copyright, patents or other mechanisms of control."  He noted that data created using public funding belongs to the public and should be shared.  Mike shared the federal government's Open Data site (Data.gov), the open data site in Utah (www.utah.gov/data), and an example from the city of Philadelphia (opendataphilly.org).  The GIC has begun an open data site for Delaware, found at data.delaware.gov and is encouraging municipal governments to consider adding their own open data sites (see http://spotlight.blogs.delaware.gov/2011/07/12/an-open-data-portal-for-delaware/).

There was a discussion of the different approaches to making data more open, including the use of XML and other "machine readable" formats instead of PDF for some items.  There was some concern that providing data in open formats could lead to persons changing that data.  It was explained that no one should be able to change the "official" version of data and that any data publication is always open to possible misinterpretation, but that potential has always existed and always will.  It was noted that having data explicitly available in open formats may help to mitigate that danger in the long run, as more people will have access to the official data and can better withstand misinformation attempts.

## 3. Mobile Devices:  What are they and why they're important – including show-and-tell

Mobile services:  Provide citizens on the go access anywhere at anytime.  Citizens are increasing their use of mobile devices.  Mobile devices let citizens watch, interact, and share in real time.  People are expecting open data to be available on the device in their pocket.  The public's main operative criterion is convenience, not presentation.  Websites are starting to look like mobile websites – more sleek looking with the focus on information not graphics.  Ed McNeely stated that minimalism is key – keep it simple in mobile web development.  Delaware's is very simple and they know it will run on any device out there.  It was noted that web browsers are starting to look like mobile apps.  The expectation for the design of web pages in the future will be geared toward mobile devices and tablets.

Mark suggested that at a future meeting the group look at how to design and deal with code for mobile devices.

The Government Information Center (GIC) passed around examples of mobile devices for meeting participants to browse through (smart phones, iPad, Kindle, Nook, Zoom).

Ed showed examples of different State of Delaware apps which can be found on the State of Delaware's Mobile web page:  http://mobile.delaware.gov.

Ed suggested that attendees look at their websites on a mobile device to see how they look.

Ed noted that there are mobile apps and there are web apps.

The following information on mobile devices was reviewed at the meeting and provided by the GIC:

Some background reading - Nielsen: Android leads US smartphone market (from The Hill)
- State of Delaware Mobile: http://mobile.delaware.gov
- WURFL by ScientiaMobile: http://wurfl.sourceforge.net/index.php -- WURFL, by ScientiaMobile, is a DDR (Device Description Repository), a catalogue of mobile device information and a framework for adaptation of mobile applications
- mobiForge: http://mobiforge.com/ -- mobiForge is the world's best resource for mobile web development and mobile web design. Learn about building mobile websites, content adaptation, location based services, emulators, and much more. Get code samples, free tools, free articles and find The mobiReady validator at http://ready.mobi/launch.jsp?locale=en_EN
- Test results for mobile.delaware.gov: http://ready.mobi/results.jsp?uri=http%3A%2F%2Fmobile.delaware.gov%2Fagg.php&locale=en_EN
- Delaware.gov -- Mobile Apps for iPhone and Android: http://www.delaware.gov/apps/ -- The State of Delaware Mobile Apps page, showing iPhone and Android apps available from the State for mobile devices.
- HTML5: http://dev.w3.org/html5/spec/Overview.html -- A vocabulary and associated APIs for HTML and XHTML
- Geolocation in Firefox: http://en-us.www.mozilla.com/en-US/firefox/geolocation/ (in Firefox) -- Location-Aware Browsing: Firefox can tell websites where you're located so you can find info that's more relevant and more useful. It's about making the Web smarter – and is done in a way that totally respects your privacy.
- iSepta - Simple SEPTA Schedules for the Mobile Web: http://isepta.org/ -- iSepta provides easy-to-use SEPTA Regional Rail Schedules for all your mobile devices.  A good example of a local, Open Data product.

HTML 5 - Discussion of HTML 5 and how it is coming, but not quite here yet. You can still use HTML 5 on a browser but older systems/browsers might not

render it correctly. It is a very active development but a few years away from more common use.

Some bonus material:
- www.broadband.delaware.gov
- 50 Social Media Stats to Kickstart Your Slide Deck
- How many governors are using social media? (From StateLine.org and via Mark Deshon)

**4. Ted Patterson – UD Institute for Public Adminstration – Contextual overview of the Delaware Broadband Project and how local governments can become active through participation in a collaborative working group**

Ted Patterson presented an overview of the Delaware Broadband Project. It is a national initiative and each state is receiving funds for the project. Please go to the State of Delaware's Broadband in Delaware website page for information regarding the project – www.broadband.delaware.gov.

Ted encouraged all Delaware municipalities to post on their websites the following link to the State of Delaware's Broadband in Delaware website page: www.broadband.delaware.gov. Ted and Doug Tuttle requested that Municipalities put the information where it can be readily seen by residents and the public.

Ted and Doug Tuttle asked that all Delaware municipalities complete the Delaware Broadband Community Anchor Institution (CAI) Inventory form. The form can be completed and submitted online at:

http://www.ipa.udel.edu/localgovt/econdev/broadbandinventory.html

Ted and Doug are looking for more members to take part in the local government planning team. If you know of anyone who would be good to serve on this team, let Ted Patterson know. Ted's contact information: Phone 302-831-4926, email theodore@udel.edu.

**5. Website Status Reports**

**Town of Smyrna –** In the process of finalizing a total redesign, which should go live in the next two weeks. Added a new feature—video meetings online— which the citizens like.

**City of Wilmington –** New website has been launched. Feature image is clickable. City calendar can be put into viewers Outlook. Uses Vimeo for

videos. Mobius New Media designed the content management system. Mark suggested putting another link for the code in the navigator.

**Town of Camden –** Only small changes made. Simplified the navigation bar on the left side. Will put Facebook and/or Twitter on the website. Once the codification is finished, will put the Code online. The Town is very happy with the site. The work the GIC has done for them is fantastic. Mark commented that the Government and Nonprofit Links page is a nice model for local governments to follow.

**Town of Henlopen Acres –** A residential community. Has been helpful to post information on the Planning Commission page regarding the Comprehensive Plan. Mark suggested deleting the words category title words Search, Navigate, and Contact Us on the left side of the page, as they are unnecessary. The Town is posting Recent News and notices on the right side of the Welcome page. The GIC designed the site and the Town is very pleased with it. Mark said he really liked the aerial photo on the Welcome page.

**Town of South Bethany –** Added the Mercantile License List page and the Beautification Committee page to the website.

**Town of Dewey Beach –** Nothing new on the website. Regarding video recording, has more problems with sound then video. A town email list has been established.

**IPA –** Toolkit for a Healthy Delaware portion of the IPA website continues to grow with the addition of Health-Impact Assessment and Complete Streets sections. A grad student has targeted a few streets that could be retrofitted to have elements of a "complete street." Mark stated that this toolkit is being put together for use by local governments. Next segment to be added will be Access to Healthy Foods.

**Sussex County –** Under Online Services are additional legal notices that can be sorted by columns.

**Town of Middletown –** Working with Delaware.net for new website. Hopes to launch the site in about a month. Would like feedback from MWDG.

## Announcement of Next Meeting

The next meeting will take place on Thursday, October 27, at 12:30 p.m. at the Delaware Public Archives and will begin with lunch. Mark Deshon thanked the Government Information Center (GIC) for providing lunch and asked that any town willing to sponsor the next MWDG Meeting lunch should contact Greg Hughes (greg.hughes@state.de.us).

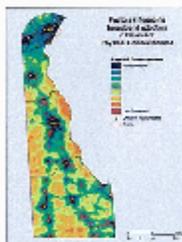The following information was handed by the University of Delaware Institute for Public Administration regarding the Delaware Broadband project.