

**ENHANCING LOCAL GOVERNMENT COMMUNICATION:
MANAGERS WHO BLOG**

By

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Executive Summary

More citizens are using the internet in their daily lives. Therefore, local governments need to adapt to technological advances to communicate with those citizens. Some local government managers are using a web log, or blog, to communicate directly with citizens on the internet. This exploratory study examines the level of engagement of local government managers' blogs from across the country. The results show that the number of engaging features appearing on manager blogs ranges widely. Recommendations suggest that managers considering a blog should use a strategic approach and weigh several options before blogging to ensure success in their locality.

Introduction and Background

The Pew Research Center for the People & Press reports that local news is the number one subject that draws people to read the print newspaper. The Center also reports that print newspaper readership has declined from 50% to 38% of Americans over the last ten yearsⁱ. If this decline in readership continues, fewer and fewer Americans will be receiving their local news from the print newspaper.

At the same time, internet use by Americans is rapidly increasing. As of 2006, approximately 70% of American adults used the internet, compared with 53% in 2000ⁱⁱ. In addition, 67% of internet users are getting their news onlineⁱⁱⁱ. Along with increased internet usage and news gathering, more Americans are visiting government websites. In 2006, 66% of Americans had visited a government website, while only 47% had visited one in 2000^{iv}. As more Americans continue to use the internet, government entities will see a corresponding increase in online contact with citizens.

A local government website is primarily a communication tool, disseminating information and providing an avenue for contact. With technological advances, a local government has more options to effectively use its website to communicate with citizens. One channel is the web log or blog. As of 2006, 39% of internet users have read someone else's blog^v.

A blog is "an online journal that can be updated regularly, with entries typically displayed in chronological order"^{vi}. The goal is to transform citizen engagement by making "it more informed, more direct and more in real time"^{vii}. Blogs can have a range of features that increase the engagement of readers, which encourages them to read and return to the blog. Due to the range of engaging features on blogs, for this study, a website will be considered a blog if the local government manager identifies it as a blog.

New media experts suggest that one main benefit of blogging is the ability "to communicate directly with the community"^{viii}. Blogs can engage the reader in ways traditional forms of communication, like a press release, cannot. This increased communication helps make the government more open to citizens^{ix}. Some managers may have concerns that this openness on blogs results in unwieldy and unproductive forums. However, the possibility of increasing communication and openness from local governments has drawn a few managers to blog.

This capstone assesses the motivations and limitations of a local government manager using a self-identified blog as a communication tool.

Research Design

This study consisted of three phases. The first phase involved an extensive internet search to find local government managers, in the council-manager form of government, who write a blog. The search for blogs utilized an internet search engine, a newspaper database, and municipal and county associations. This process yielded 36 local government manager blogs, which constituted the sample for the study (see Appendix 1 for a list of the blogs).

The second phase consisted of telephone-based interviews with the managers who blog. Of the 36 managers who blog, 23 completed interviews, for a response rate of 63.9%. The interview questions asked managers about: the purpose for writing, the time required, self-assessed success, the governing board's reaction, future plans for the blog, and general advice for managers who are interested in blogging (see Appendix 2 for the interview questions). The managers' responses revealed the motivations and limitations of blogging for local government managers.

The third phase involved analyzing each blog for its level of reader engagement. A reader engagement continuum evaluated each blog along twelve features, including frequency of posting, allowance of

publicly viewable comments, and the use of pictures/video. Each feature engages the reader in some way. Since blogs have a wide range of engaging features, it is important to understand which features managers use in their blogs.

Results

Demographics of Blogging Localities

Blogs exist in a range of communities in 16 states. Small communities, in particular, utilize blogs, with half of the localities having populations under 8,038. The populations, though, range from 1,394 to 227,120. In terms of age and household income, localities with blogs closely mirror the United States, with the localities having only a slightly higher median income and median age. The majority of localities with blogs are cities; though a few towns, villages and counties also have blogs (see Appendix 3 for the full demographic summary).

Motivations for Blogging

Communicate with the Public: Every manager cites the desire to improve communication between the locality and citizens. Many managers mention the declining newspaper readership, believing that the blog is a way to reach more people, perhaps reaching tech savvy residents. The posts often convey information that is not available elsewhere. This format allows citizens to provide feedback on specific issues either through public comments on the blog or through the manager's email. One manager said that the blog allows him/her to "communicate with residents on [the citizens'] time."

Communicate with Employees: Several managers explain that the blog also allows them to provide information to their employees informally. While few blog posts are specifically directed toward employees, the managers believe that the employees are still informed by the posts. The blog gives employees insight into the manager's thinking. One manager describes his blog posts as a "10-minute motivational message of the day" to all employees ^x.

Inexpensive and Straightforward: Managers find blogs to be a relatively inexpensive way to communicate with the public. Costs range from \$0 to \$100 per year depending on the type of blogging software and website hosting a manager uses. Most managers use *Blogger™*, *Typepad®*, or *Wordpress.com* to run their blogs. In addition to being economical, the blog websites are very easy to register for, design, and manage. Several managers describe themselves as being "not tech savvy." A simple blog mechanism is especially important for localities without information technology departments.

Controlling the Story: Blogs allow the locality to frame the story – both to citizens and to the local news reporter. Many managers state that the local media read their blogs. In several localities, the newspaper reporter will get story ideas directly from the blog. The blog provides information in a manager's own words. One manager said that he/she wrote the blog specifically with the idea that local reporters would be reading it.

Immediacy: A blog allows a manager to update information to citizens immediately. Managers can update the blog from anywhere with an internet connection, even from their mobile device. Providing critical, time-sensitive information in a newsletter or the newspaper could take days or weeks to reach citizens. Several managers describe situations when they used the blog to update citizens, and people outside the community, about natural disaster situations. The information, though, should be coordinated with the key messages from the emergency operations staff. Managers can also use the blog to respond to current issues by laying out the facts should incorrect information be circulating in the community. While local governments will still provide formal corrections or statements in a newsletter, letter, or newspaper, citizens who are interested in more current information could read that information from a blog.

Appreciation: Most managers judge their success by signs of appreciation from citizens, not by the number of visitors to their blog. They receive this appreciation in anecdotal forms when a citizen thanks them in person, a blog comment, or an email. Citizens also tell managers they appreciate the up-to-date information about the locality's activities. Perhaps the greatest sign of appreciation comes when managers stop blogging for a few days and receive the question, "Where did you go?"

Create a Discourse: Blogs allow managers to engage in a discourse with citizens. In one community, the manager posted a story about the locality's worst flood 80 years ago. This prompted a reader to ask whether the locality was ready for any future floods. The manager then posted information from the fire department about the locality's response plan. In another example, the manager posted the locality's accident analysis reports and a reader asked traffic signal detection. After talking with the locality's traffic engineers, the manager responded on the blog. Another reader then asked about traffic signals during low volume times and the manager again responded. The manager believes that this type of discourse would not have been "available to anyone in another forum."

Limitations of Blogging

Time: A blog that lacks fresh content will not be successful. Though managers are very busy, almost all of the managers write blog posts themselves. A few managers solicit ideas from employees or have employees edit their writing. The time spent writing per post is usually between two and 30 minutes. The time requirement could be more rigorous depending on the time spent thinking about topic ideas, a manager's writing speed, the length of the post, and the amount of research. Some managers have developed strategies to reduce the time, such as planning ahead for topics, being aware of interesting material that "comes across their desk", or setting up a *Google™ Alert* (see Appendix 4 for a glossary). However, a few blogs in the study were not current, which the managers attribute to a lack of time.

Opening Up: Writing conversationally requires managers to open themselves to the public. This can be challenging for some managers. Managers have to be careful to maintain a level of objectivity in their writing and cannot become opinion editorial writers. One manager expressed his opinion on a controversial issue in a blog post, which caused his governing board to express displeasure at his comments. The manager has since taken a more objective role, explaining the locality's processes and events.

Not the Only Solution: Writing a blog is not the only answer for communicating with the citizens. Managers readily admit that blog readers are only a portion of their locality's entire population. They also believe that blogs should not take the place of other communication tools, such as newsletters and press releases.

Public Comments While public comments theoretically allow a blog to become more interactive, few managers have found public comments to be an effective means of discourse. Of those localities that allow comments, only a few receive comments on a regular basis. Most localities that allow public comments have a policy stating what is appropriate, but this requires the manager, or staff members, to moderate the comments for appropriate language. While only a few managers have citizen bloggers in their community, the presence of these bloggers will increase the likelihood of receiving comments because these bloggers are already an interested and active population on the internet.

Engagement Analysis

The reader engagement continuum contains 12 features that make a blog more engaging to readers. In addition to the ten features listed in Table 1, the median number of posts and any additional engaging features not in the list were included in the continuum. For each feature on a blog, the blog received one point on the index. The only exception is for the median number of posts, which received between one

and four points based on the frequency of posting. Table 1 shows the overall percentages of each feature for all of the blogs (see Appendix 4 for a glossary).

All of the engaging features appear on at least half of the blogs except for permanent linking to external websites and categories and tagging. The most common features are linking to and from a locality’s homepage and writing in the first person. A limitation previously discussed is a concern for using publicly viewable comments. However, only about half of managers use publicly viewable comments on their blog. In addition, the median number of posts per month is four, or about one post per week.

Table 1: Percentage of Blogs with Specific Engagement Features

Feature	Percentage with Feature
Link from Locality's Homepage	97.22%
Link to Locality's Homepage	94.44%
First Person Writing	88.89%
Search Function	75.00%
Link to Manager's Email	61.11%
RSS Feed Available	58.33%
Public Comments Enabled	52.78%
Pictures and/or Video	50.00%
Permanent Links to External Websites	30.56%
Categories & Tagging	27.78%

The continuum represents the point totals from the 12 features for each blog (see Appendix 5). The range in point totals is from 4 to 14, with 7 the median total (see Appendix 6). These totals show that managers use a fairly wide range of engaging features. A high total, however, does not mean that a blog will necessarily be more successful for a locality and a lower total does not mean that a blog will be unsuccessful. Success is defined by the manager and locality. Certain engaging features may not be appropriate for all managers and communities. However, as a blog moves lower on the continuum, fewer readers will want to access the blog and the chance of success may decrease as a result.

Best Practice Examples

Most Interactive

A blog written by city manager Dave Ruller from Kent, Ohio, *Kent360*, scores the highest on the engagement continuum^{xi}. Mr. Ruller posts a median of 20 times per month, or once per work day. His blog is RSS enabled, allows visitors to search posts, tags all posts in one of seven categories, and has his email address readily available^{xii}.

Use of Public Comments

One of the longest running blogs, the *Santa Paula Blog*, is located in Santa Paula, California,^{xiii}. This blog allows comments and, using a simple Blogger™ format, receives many more comments than other manager blogs. The city manager, Wally Bobkiewicz, often responds to comments. The blog has a lengthy comment policy, which has become more restrictive over time and outlines the acceptable and unacceptable types of posts.

Frequency of Posting & First Person Narrative

In Eden Prairie, Minnesota, city manager Scott Neal maintains the longest running manager blog in the country, *The Blog from City Hall*, which he started in March 2003. Though he does not allow publicly viewable comments, Mr. Neal posts frequently, a median of 15 posts per month, with a conversational and personal tone.

Small Locality

Two blogs in small cities have been successful with many engaging features, including frequent posting, publicly viewable comments, RSS feeds, and searchable blog entries. The City of Woodruff, South Carolina's blog (pop. 4,096) and the City of Davison, Michigan's blog (pop. 5,323) are written by city managers Scott Slatton and Peter Auger, respectively. Though Mr. Auger recently left the City of Davison, the blog he started will be written by city staff until a permanent manager is hired.

Recommendations

Recommendations for managers considering a blog for their locality include:

- **Blog Regularly:** Readers maintain interest when managers present new information. If a manager cannot blog frequently, or at least consistently, readers will lose interest.
- **Blog Should Be Part Of Overall Strategy:** Since a blog is primarily a communication device with citizens, the blog should fill an unmet need for communicating information to citizens. A blog should not replace any current method of communication. When starting a blog, managers should promote it through other communication avenues. Managers should not start the blog in isolation and expect people to read it. If managers have a communications staff, managers should use their expertise to help design the blog and provide the appropriate content.
- **Level of Engagement Should Fit Need:** A range of options exist for managers in making their blog engaging. The options a manager chooses should align with his/her needs, the community's needs, and the purpose for starting the blog.
- **Publicly Viewable Comments:** Managers should carefully consider whether public comments are appropriate for the locality. Managers with active citizen bloggers in their community will likely find that these bloggers expect publicly viewable comments to be available and that they will post comments frequently. If a manager decides to enable the comment function, he/she should establish a comprehensive posting policy with input from staff members, the governing board, and citizens.
- **Do Not Blog:** If the manager is not comfortable writing public posts on a continual basis as part of an overall communication strategy, he/she should not blog.

Conclusion

Citizens are increasingly using the internet for a variety of daily functions. In coming years, a static website will no longer be sufficient for communicating with citizens. Local governments cannot afford to ignore or avoid innovations in web technology. Keeping up with advances, though, will take different forms for each local government.

Some local government managers have found blogging to be a useful tool for communicating with citizens. Blogging is an inexpensive and easy way to engage the public. An even greater advantage for some managers is the ability to create a discourse with citizens. However, blogging is not for every manager. Writing blog posts takes time and ensuring appropriate and useful content can be challenging.

A number of current blogging managers, though, are very enthusiastic about the practice. They believe even more managers will be blogging in the future. One manager stated that in a few years, with an increasing number of citizens gathering their news primarily online, all managers will need to seriously considering blogging.

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- ⁱ Pew Research Center for the People & the Press. "Online Papers Modestly Boost Newspaper Readership." July 30, 2006. <<http://people-press.org/reports/display.php3?PageID=1066>>.
- ⁱⁱ Pew Internet & American Life Project Surveys. "Adult Computer and Adult Internet Users, by Selected Characteristics: 1995 to 2006." 2006. <<http://www.census.gov/compendia/statab/tables/08s1128.xls>>.
- ⁱⁱⁱ Pew Internet & American Life Project Surveys. "Adult Computer and Adult Internet Users, by Selected Characteristics: 1995 to 2006." 2006. <<http://www.census.gov/compendia/statab/tables/08s1129.xls>>.
- ^{iv} Horrigan, John B. "How Americans Get in Touch With Government." Pew Internet & American Life Project. May 24 2006. <http://www.pewinternet.org/PPF/r/128/report_display.asp>.
- Pew Internet & American Life Project Surveys. "Adult Computer and Adult Internet Users, by Selected Characteristics: 1995 to 2006." 2006. <<http://www.census.gov/compendia/statab/tables/08s1129.xls>>.
- ^v Pew Internet & American Life Project Surveys. "Adult Computer and Adult Internet Users, by Selected Characteristics: 1995 to 2006." 2006. <<http://www.census.gov/compendia/statab/tables/08s1129.xls>>.
- ^{vi} Wyld, David C. "The Blogging Revolution: Government in the Age of Web 2.0." IBM Center for The Business of Government. pp.14. 2007. <<http://www.businessofgovernment.org/pdfs/WyldReportBlog.pdf>>.
- ^{vii} Di Maio, Andrea. "Four Scenarios for Citizen Engagement in Policymaking." *Gartner*. ID Number: G00135149. pp. 2. January 2006.
- ^{viii} Wyld, David C. "The Blogging Revolution: Government in the Age of Web 2.0." IBM Center for The Business of Government. pp.14. 2007. <<http://www.businessofgovernment.org/pdfs/WyldReportBlog.pdf>>.
- ^{ix} Ibid.
- ^x Neal, Scott. "What About Those Blogs?" *Public Management*. June 2005. pp.20.
- ^{xi} City of Kent, Ohio. <<http://www.kent360.com>>.
- ^{xii} Until recently, *Kent360* had publicly viewable comments enabled, but Mr. Ruller was forced to remove this function because of excessive spam. This occurred after data collection so the data reflect *Kent360* as having publicly viewable comments.
- ^{xiii} City of Santa Paula, California. <<http://www.ci.santa-paula.ca.us/blog>>.

Appendix 1: Manager Blog List

Locality	Blog Address
City of Coconut Creek, FL	http://www.creekgov.net/blog/
Village of Elk Rapids, MI	http://elkrv.wordpress.com/
Town of Frisco, CO	http://www.townoffrisco.com/manager-blog.html
City of Albany, OR	http://cityofalbany.net./citymanager/index.php
City of Becker, MN	http://www.beckercity.blogspot.com/
Town of Wake Forest, NC	http://www.wakeforestnc.gov/townmanagerblog.aspx
Village of Woodlawn, OH	http://www.beautifulwoodlawn.us/manager/index.asp
City of Blaine, WA	http://blaineman.typepad.com/
City of Palm Bay, FL	http://www.palmbayflorida.org/citymanager/blog/view_all.html
Alachua County, FL	http://www.co.alachua.fl.us/government/blog/
City of West Burlington, IA	http://wbadmin.blogspot.com/
Town of West Boylston, MA	http://www.westboylston.com/Pages/WBoylstonMA_AdminBlog/
Town of Winchester, MA	http://themanagersblog.blogspot.com/
City of Wyoming, OH	http://www.wyoming-ohio.com/
Village of Glendale, OH	http://villageofglendale.blogspot.com/
City of Cannon Beach , OR	http://richmayscitymgr.blogspot.com/
City of Lakeland, TN	http://lakelandcitymgr.blogspot.com/
City of Long Beach, WA	http://long-beach-wa.com/wp/
City of Wyoming, MI	http://www.ci.wyoming.mi.us/blog_index.asp
City of Hillsboro, KS	http://www.hillsborocityhall.blogspot.com
Town of Fairfax, CA	http://townmanager.blogspot.com/
City of Ventura, CA	http://www.ci.ventura.ca.us/cmblog/
City of West Des Moines, IA	http://wdmblog.wdm-ia.com/
Town of Ipswich, MA	http://www.town.ipswich.ma.us/weblog/
City of Eastpointe, MI	http://www.darwinparks.blogspot.com/
City of Rockford, MI	http://www.rockford.mi.us/citymanagerblog/
City of Mitchellville, IA	http://mitchellvilleiowa.blogspot.com/
Niagara County, NY	http://www.niagaracounty.com/wordpress/
City of South Ogden, UT	http://southogdencityblog.blogspot.com/
City of Eden Prairie, MN	http://edenprairieweblogs.org/scottneal/
Village of Brockport, NY	http://villagemanager.blogspot.com/
City of Woodruff, SC	http://cityofwoodruff.blogspot.com/
City of Santa Paula, CA	http://www.ci.santa-paula.ca.us/blog/
City of Davison, MI	http://www.cityofdavisonweblogs.org/peterauger/
City of Lowell, MA	http://lowellma.wordpress.com/
City of Kent, OH	http://www.kent360.com/

Note: Blogs are listed by reader engagement point totals, from low to high. The reader engagement continuum is discussed later in the paper and appears in Appendix 5.

Appendix 2: Interview Questions

1. What was the purpose for starting your blog?
2. Do you still have the same purpose for writing the blog?
3. What technologies did you use to communicate with citizens prior to using the blog?
4. Have you established any blog etiquette rules for visitors? Why?
5. Who writes posts for your blog?
6. On average, how much time do you (or your staff member) spend on each post (research, writing, and editing)?
7. What is your governing board's reaction to your blog?
8. How would you define "success" for your blog?
9. Do you think your blog has been successful?
10. Has the time invested in the blog been worth it? Why?
11. Do you interact with any local bloggers?
12. Do you have any new features or concepts that you would like to try on your blog?
13. Do you have any general thoughts, comments, or advice regarding local government managers who blog?
14. Could you put me in contact with someone who could provide me with the "hit" count for the main government website and your blog site?
15. I would like to be able to identify blogs that provide good models or innovative practices for others. If I identify your blog in my report, I will not link your comments to your blog in any way. Do I have your permission to identify your blog in my report?
16. Would you like a copy of the final report?

Appendix 3: Demographics Table

Locality	Population	Median Household Income	Median Age
City of Coconut Creek, FL	50,120	\$43,980	41.3
Village of Elk Rapids, MI	1,707	\$31,382	43.4
Town of Frisco, CO	2,498	\$62,267	33.4
City of Albany, OR	46,213	\$39,409	34.6
City of Becker, MN	4,048	\$50,714	28.2
Town of Wake Forest, NC	22,651	\$52,307	31.5
Village of Woodlawn, OH	2,529	\$42,978	35.9
City of Blaine, WA	4,508	\$36,900	38.6
City of Palm Bay, FL	97,748	\$36,508	37.2
Alachua County, FL	227,120	\$31,426	29.0
City of West Burlington, IA	3,342	\$38,958	40.9
Town of West Boylston, MA	7,779	\$53,777	38.4
Town of Winchester, MA	21,092	\$94,049	41.1
City of Wyoming, OH	7,575	\$88,241	40.1
Village of Glendale, OH	2,102	\$75,113	45.1
City of Cannon Beach, OR	1,720	\$39,271	43.7
City of Lakeland, TN	7,946	\$58,897	34.6
City of Long Beach, WA	1,394	\$23,611	47.4
City of Wyoming, MI	70,155	\$43,164	31.2
City of Hillsboro, KS	2,715	\$32,736	38.2
Town of Fairfax, CA	7,120	\$58,465	41.6
City of Ventura, CA	104,092	\$61,925	37.5
City of West Des Moines, IA	53,945	\$54,139	33.0
Town of Ipswich, MA	13,293	\$57,284	41.7
City of Eastpointe, MI	32,949	\$46,261	36.6
City of Rockford, MI	5,176	\$50,562	31.5
City of Mitchellville, IA	2,082	\$45,250	34.7
Niagara County, NY	216,130	\$38,136	38.2
City of South Ogden, UT	15,328	\$46,794	33.7
City of Eden Prairie, MN	60,952	\$78,328	34.2
Village of Brockport, NY	8,129	\$37,068	22.4
City of Woodruff, SC	4,096	\$24,824	37.0
City of Santa Paula, CA	28,531	\$41,651	29.6
City of Davison, MI	5,323	\$37,482	37.3
City of Lowell, MA	103,229	\$39,192	31.4
City of Kent, OH	27,946	\$29,582	22.9
Research Sample Median	8,038	\$43,572	36.8
United States Median		\$41,994	35.3
Population Range:	1,394 - 227,120		
Locality Type Totals:			
City: 24	Town: 6	Village: 4	County: 2

Appendix 4: Glossary of Terms

RSS (Really Simple Syndication): Allows readers to have posts sent to their RSS aggregator whenever the manager updates his/her blog. A RSS aggregator regularly checks user-selected websites for updates and gathers those updates in a web application (i.e. *Google™ Reader*) or in a software application. These applications also allow the updates to be sent to the user via email.

Search Function: A feature that allows the reader to search previous blog posts by entering any word or phrase. The search function makes it very easy for the reader to find posts of specific interest to them instead of reading through all of the posts.

Publicly Viewable Comments: Almost all blogging software allows the blogger to permit or not permit comments from readers of the blog. The software also allows the blogger to approve or delete comments before they are posted publicly. The comments, if permitted, can be viewed by any visitor to the blog. In an ideal situation, readers will respond with constructive comments or questions that allow other readers or the blogger to engage in a discourse.

Categories & Tagging: On a blog, a manager can tag a post to appear in one of several categories. In a post about downtown revitalization, the manager may tag the post as “economic development.” When a reader clicks on the “economic development” category, all posts tagged as “economic development” will appear.

Website Hosting: Some blogs such as *Blogger™* provide a free blogging service and free website hosting. Some managers prefer to have their blog with its own domain name (i.e. *www.kent360.com*). Owning the website address and hosting the blog on that address will cost extra.

Google™ Alert: An email is automatically sent to the user with the latest search results from *Google™* for the requested topic. One manager set up a *Google™ Alert* for the name of his city, so he receives an email with any new web, blog, or news links. The *Alert* can be sent immediately, once a day, or once a week.

Appendix 5: Reader Engagement Continuum

Blog	Median Posts/Month	Public Comments Enabled	RSS Feed	Permanent Links to External Websites	Link to Manager's Email	Link to Locality's Home Page	Link from Govt. Homepage	Search Function	First person	Categories & Tagging	Pictures/ Video	Other Engaging Features	Total Points
City of Coconut Creek, FL	1	0	0	0	0	1	1	0	1	0	0	0	4
Village of Elk Rapids, MI	1	1	0	0	0	1	1	0	0	0	0	0	4
Town of Frisco, CO	1	0	0	0	1	1	1	0	1	0	0	0	5
City of Albany, OR	2	0	0	0	0	1	1	0	1	0	0	0	5
City of Becker, MN	1	0	1	0	1	0	1	1	1	0	0	0	6
Town of Wake Forest, NC	1	0	1	0	1	1	1	0	0	0	1	0	6
Village of Woodlawn, OH	1	0	1	0	1	0	1	1	1	0	0	0	6
City of Blaine, WA	1	1	1	0	0	1	1	0	1	0	0	0	6
City of Palm Bay, FL	1	0	0	1	0	1	1	1	1	0	1	0	7
Alachua County, FL	1	0	1	0	1	1	1	1	1	0	0	0	7
City of West Burlington, IA	1	1	0	1	1	1	1	1	0	0	0	0	7
Town of West Boylston, MA	1	0	1	0	1	1	1	1	1	0	0	0	7
Town of Winchester, MA	1	0	0	1	0	1	1	1	1	0	1	0	7
City of Wyoming, OH	2	0	1	0	1	1	1	1	0	0	0	0	7
Village of Glendale, OH	1	1	0	0	1	1	1	1	1	0	0	0	7
City of Cannon Beach , OR	1	0	0	0	1	1	1	1	1	0	1	0	7
City of Lakeland, TN	2	1	0	0	0	1	1	1	1	0	0	0	7
City of Long Beach, WA	1	1	0	1	0	1	1	1	1	0	0	0	7
City of Wyoming, MI	1	0	0	0	1	1	1	1	1	0	0	1	7
City of Hillsboro, KS	1	1	1	1	0	1	0	1	1	0	1	0	8
Town of Fairfax, CA	3	0	1	0	1	1	1	0	1	0	1	0	9
City of Ventura, CA	1	1	1	1	1	1	1	0	1	0	1	0	9
City of West Des Moines, IA	2	1	1	0	0	1	1	1	1	0	1	0	9
Town of Ipswich, MA	2	0	1	0	1	1	1	1	1	1	0	0	9
City of Eastpointe, MI	1	0	1	0	1	1	1	1	1	1	1	0	9
City of Rockford, MI	1	1	1	1	0	1	1	1	1	1	0	0	9
City of Mitchellville, IA	1	1	1	0	1	1	1	1	1	0	1	1	10
Niagara County, NY	2	1	0	1	0	1	1	1	1	1	1	0	10
City of South Ogden, UT	2	1	1	0	1	1	1	1	1	0	1	0	10
City of Eden Prairie, MN	3	0	1	0	1	1	1	1	1	1	1	0	11
Village of Brockport, NY	3	1	0	1	0	1	1	1	1	1	1	0	11
City of Woodruff, SC	3	1	0	1	1	1	1	1	1	0	1	0	11
City of Santa Paula, CA	4	1	1	0	1	1	1	0	1	1	1	0	12
City of Davison, MI	3	1	1	0	1	1	1	1	1	1	0	1	12
City of Lowell, MA	3	1	1	1	0	1	1	1	1	1	1	1	13
City of Kent, OH	4	1	1	0	1	1	1	1	1	1	1	1	14
Total %		52.78	58.33	30.56	61.11	94.44	97.22	75.00	88.89	27.78	50.00	13.89	
Median	1												7

Median Post/Month:
 0 to 3.9 = 1 4 to 9.9 = 2 10 to 19.9 = 3 20 + = 4

Other Engaging Features:
 Polls, Surveys, RSS for Comments

Appendix 6: Reader Engagement Chart

