



## Goal 8: Governmental Excellence and Effectiveness

**Desired Community Conditions: Customers conveniently access city services and officials, and participate in their government by accessing information about service, policies, community conditions, regulations, etc.**

	<p><b>Indicator: GOV 16 Viewership by Age; e-Services &amp; Ease of Use of City Web Site (<a href="http://www.cabq.gov">www.cabq.gov</a>)</b></p>
<p><b>Progress Rating: Local Trend: POSITIVE National Comparison: NOT KNOWN</b></p>	

### Indicator Description

This indicator examines the electronic media used by the City of Albuquerque to lower the barriers for citizens and customers to obtain pertinent information, to receive City services, to conduct business with the City, and to participate in their own governance. Through the City’s cable franchise the City operates a public access cable television channel, GOV 16, and provides many hours of programming per week, including live coverage of City Council meetings, Mayoral press conferences, County Commission meetings, and other important events. For approximately a decade the City has operated a web site that has matured significantly not only in its content but through transactional powers that allow citizens to work with their government without leaving their homes or offices. Data are provided that show the extent to which citizens and customers use these electronic media, as well as the growth in content and capabilities within the City Web site.

### Why is this indicator important?

Albuquerque has grown to almost a half million residents and the City government is one of the largest organizations in the area. The City serves its residents and businesses in dozens of different ways every day. Given the breadth of its mission and universality of its services, working with the City can be perceived as difficult. The GOV 16 channel and the Web site are means to empower the individual with understanding and access that would be almost impossible via other means. The City will also soon offer a 311 telephone access center (customer call center, accessed by dialing ‘311’) that will further enhance citizens’ and customers’ abilities to relate to their government.

### Data Sources

City of Albuquerque Cultural Attitudes and Behaviors Survey 2003; City of Albuquerque Information Services Division; City of Albuquerque Perceptions of Community Conditions Surveys, 2003, 2001, and 1999 by Research and Polling, Inc. under contract to City of Albuquerque

## What can we tell from the data?

- The older the resident the more likely he/she is to watch GOV 16.
- Use of the City web page has steadily grown, especially among lower income residents. The page is generally perceived to be easy to use.
- The growth in City web page content and capabilities is significant.

Do you or members of your household watch Government Access TV (GOV-16)?						
Age Group	18 to 24	25 to 34	35 to 49	50 to 64	65 to 79	> 80
% , #	2.8%, 20	11.1%, 79	26.4%, 188	35.6%, 253	19.8%, 141	4.2%, 30
Yes	10.0%; 2	15.4%; 12	17.8%; 33	18.3%; 46	25.0%; 35	25.0%; 7
No	90.0%; 18	84.6%; 66	82.2%; 152	81.7%; 205	75.0%; 105	75.0%; 21
Mean	1.10	1.15	1.18	1.18	1.25	1.25

City Web Page Access Rates	Accessed City Page Overall %	Hispanic Access %	Lower Income (< \$20K)	Graduate Degree
1999	22%	17%	10%	35%
2001	32%	31%	20%	40%
2003	37%	38%	39%	42%

City Page Ease of Use	2001	2003
	32%	37%
Very Easy	32%	35%
Easy	32%	29%
neither easy nor difficult	25%	24%
Difficult	7%	8%
Very Difficult	4%	5%

<h3>Histogram Chronology &amp; Types of City Web Services</h3> <p><a href="http://www.cabq.gov">www.cabq.gov</a></p>				
Albuquerque's Environmental Story 1995	Library Card Application 1995			
KiMo Theater 1995	Cockroach Notification 1996			
Library 1995	Ask The Library (Reference Desk)			
City Council 1996	Cable Complaint			
Planning 1996	Car-pool Registration			
CIP 1996	Citizen Police Academy			
Transit 1996	Graffiti Sighting			
GOV TV 1996	Guaranteed Ride Home			
Public Works 1997	New Resident Trash Pickup			
Airport 1997	New Water/Solid Waste Account			
Cultural Services 1997	New ACH Payment			
Family & Comm Svcs 1997	Mosquito Complaint			
DFA 1997	Mosquito Fish Request			
Mayor 1997	Police Complaint Form (IRO)			
Police 1997	Police Employment Interest			
Senior Affairs 1997	Pothole Notification			
Biopark 1998	Smoking Vehicle Complaint			
Fire Department 1998	Water Conservation Publication/Video Request			
Solid Waste 1999	Water Waste Notification			
Air Quality 1999	Weed and Litter Complaint			
City Clerk 1999	Zoning Complaint			
Golf 1999	DRP Forms (Download and Print)			
Museum 1999	ACH Payment Enrollment (Download and Print)			
Environmental Health 1999	Pet Adoption Request			
Re-make 2000	Abandoned Vehicle 2004			
Water Conservation 2001				
		On-Line Job Applications 2001		Ordinances/Resolutions?
		Library On-line Book Holds/Renewals/Overdue 2002		Gov TV Streaming Video
		Campaign Contribution Reporting 2003		Legislation (Legistar)
		On-Line Water/Utility Bills 2003		City/County Unification QuickPlace 2003
<b>Static Information (core content)</b>	<b>Time Sensitive Information</b>	<b>Service requests/ complaints (opens work order)</b>	<b>Pure Transactions (initiate &amp; complete on-line)</b>	<b>On-Line Democracy</b>