REPORT FROM INFORMATION TECHNOLOGY – JULY 2020

PROJECTS / HARDWARE / SOFTWARE:
- Troubleshoot & resolve issues at Town Hall, DPW, Ayer Fire, and Council on Aging.
- Security – Newsletter, Tips, and Training.
- Setup new employees: remove access for terminated employees.
- Set up new and replacement computers, phones, tablets, and printers.
- Dispose of old equipment
- Set up equipment for Board & Committee meetings.
- Continue with digitizing documents, currently working on old Treasurer / Tax Collector records and Vital Records from the Town Clerk's Office
- Training of employees for remote participation meetings
- Setup and facilitate remote participation for meetings
- Arrange for equipment, security, and training for remote workforce
- Begin Security Incident Response Plan

WEBSITE / SOCIAL MEDIA:
- Keep website and Social Media up to date for COVID-19 issues
- Monitor Daily
- Added video to the Town's website and Social Media.
- Various minutes, agendas, calendar, and page updates
- Posted Notices to Announcements on the Website, Facebook, Twitter, and APAC as needed.
- Post updates to the internal and external signage
- Promote local events

STATISTICS:
1. Most Watched Video:
    1. Scout Finds Out Episode 5 "Teens For Change"
    2. Ayer Select Board Meeting June 30, 2020X
    3. Ayer Select Board Meeting July 14, 2020
    4. Ayer Board of Selectmen Meeting June 10, 2020
    5. Ayer Conservation Commission Meeting July 23, 2020
2. Facebook followers: 4,665   +15
3. Twitter followers 1,333   -1
4. Email subscribers: 3,266

Website:
1. Top Five Web Pages
    1. Online Payments
    2. Assessor
    3. COVID-19 Information
    4. Police
    5. Sandy Pond Beach

2. Number of page views: **25,026**
3. Average Visit Duration: **2 minutes 43 seconds**
4. Mobile device usage is **45.4%** of the total. Desktop usage is **54.6%**

The Digital Impact of COVID-19 on Local Government

COVID-19 closed offices, distanced friends and families, and overwhelmed the healthcare system. As citizens around the world adapted to working, socializing, buying, and engaging with businesses and brands virtually, traffic to online properties hit astronomical levels.

CivicPlus® partners with over 4,000 local governments whose over 100,000 administrative staff members utilize our software solutions to help service their over 250 million citizens. Across our local government websites, we identified the following digital trends during the COVID-19 crisis comparing website visits from the beginning of 2020 to the end of April.

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For more information on website design and hosting solutions from CivicPlus, visit civicplus.com.

x2

At its peak, website traffic across all CivicPlus client websites doubled.

After communities put safer-at-home mandates into place, local government parks and rec hiking and trials website pages received a 2.8x increase in visits.

CLOSED

Citizen visits to web pages with information about the cancellations and postponement of events or business closures increased 5X.

96%

As of the week of April 26, 96% of CivicPlus websites saw COVID-19-related pages among their top ten most visited website content.

During the initial days of the stay-at-home mandate, citizens were 7 times more likely to visit their local government's emergency alert sign-up pages than ever before, and 4 times more likely to search the website for emergency alert information.

Mobile search saw a spike, with the average number of website visits from the Safari mobile phone app increasing 125% at the end of March.

66%

Citizens were discovering news on social media and learning more on their municipality's website. 66% of all referral traffic came from Facebook, increasing 8X.