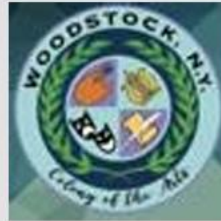


This document communicates the capabilities of the Digital Towpath Concrete CMS web platform as it relates to the Best Practices itemized in the Best Practices of a Municipal Website presentation by Bennet Ratcliff and Maria-Elana Conte, presented by Bennet to the Woodstock Town Board 3/18/25



Best Practices for a municipal website

Comparison information documented in [blue](#) on
subsequent pages by Laura Ricci 12/16/25



What does a website need?

1. Navigation and Design
2. Accessibility and Services
3. Transparency and Engagement
4. Security and Maintenance
5. Document Archives





Navigation and Design

1. Clean, simple navigation (5–7 categories) [Yes](#)
2. Prominent search bar on all pages [Yes – Top of page](#)
3. Mobile-responsive design [Yes](#)
4. Use town branding: logo, colors, images
[Yes](#) [Yes](#) [Add additional as desired](#)





Accessibility and Services

1. Follow WCAG standards

2. Text resizing, screen reader compatibility

3. Online payments: taxes, utilities

4. Online forms: permits, licenses

Accessibility widget available in January 2026

Website browsers provide resizing capability

Can procure payment application and add to website

Using Adobe Acrobat, can post fillable pdf forms

Note: The [Web Content Accessibility Guidelines \(WCAG\)](#) are international standards for making web content accessible to people with disabilities. They are built on four core principles: **Perceivable, Operable, Understandable, and Robust (POUR)**. These principles are further broken down into 12 guidelines, and each guideline has testable success criteria, often ranked in levels from A (minimum) to AAA (highest).



Transparency and Engagement

1. Meeting agendas & minutes Yes

2. Budgets, resolutions, laws, public meetings, committee meetings, public be heard Yes

3. Emergency alerts, Town and community calendar
Can list on Home Page Yes Can do if we want and if we believe it belongs on our Town calendar

4. Integrated social media feeds, surveys, newsletters

When our requirement is defined can investigate how to do on this site; can easily provide Facebook link Can do Requires a person to write the newsletter, Capability planned for 2026 for people to be able to sign up for notification when site changes happen like newsletter published to website

Note: We should investigate an Emergency Alert texting system, if that is what we want; Saugerties and Verona use Text My Gov





Security and Maintenance

1. HTTPS, secure payment portals

This is a secure, HTTPS, website; payment portal would be a

2. Regular backups & security updates

payment application that we choose and hook into our website

3. Clear privacy policy

The Concrete CMS platform our website is built on provides

security updates, also nightly server backups done, saved 30 days

Privacy policy provided

4. Use a CMS for easy updates (e.g., WordPress)

Our website is based on Concrete CMS;
more Concrete CMS information can be

5. Guidelines for use

found at <https://www.concretecms.com/>

Layout self-explanatory; anyone having
used the .org website should be able to
easily transition to our new .gov website



Document Archives and Access

1. Archive meeting minutes, budgets, resolutions, and laws

Need to define the requirement so we can define the solution; current year versus prior year categories automatically happen

2. Use searchable PDF format The ability to search into documents may be added in 2026

3. Organize by year and document type We can organize as we choose

4. Provide search tools and filters

Need to define the requirement so we can define the solution; there is a search field, plus tags can be used and filters can then search for tags



Ulster County .Gov	Not .Gov
Kingston-ny.gov	Villageofellenville.com
Denningny.gov	Esopus.com
Hardenburghny.gov	Townoflloyd.com
Marbletown.gov	
Townofmarborough.gov	Townofgardiner.org
Villageofnewpaltz.gov	Townofhurley.org
Townofoliveny.gov	Townofnewpaltz.org
Townofplattekill.gov	Shawangunk.org
Townofrochester.ny.gov	Woodstockny.org
Townofrosendaleny.gov	
Villageofsaugerties.gov	Tokny.us
Shandaken.gov	Saugerties.ny.us
Townofulster.ny.gov	
Wawarsingny.gov	

Ulster County

Google based summary as of 11/28/25

24 municipalities in Ulster County

14 .gov & 10 not .gov

3 .com

5 .org

2 .us

We are not the first Ulster County municipality to move from .org to .gov, but we are also not the last