



Office of the City Manager

August 23, 2022

To: Honorable Mayor and Members of the City Council

From: Dee Williams-Ridley, City Manager ^{LE for}

Subject: Berkeleyca.gov recognized as one of the Best City Websites in the U.S.

We are very proud to announce that berkeleyca.gov was named as a finalist for Best City Website in the nation for medium-sized cities by the authority on the subject: The National Association of Government Web professionals.

This project required a complete re-invention of four distinct and yet interconnected elements of our website: content, design, technology and organization. We developed content strategy, content standards, style guide, and governance. Using analytics and 500+ hours of meetings with staff, we reduced 8,000 pages to 400 – each of which was then written from scratch with a consistent voice to be user-centered, easy to read, and less technical. In the process, we dramatically improved usability and accessibility for all users on all devices.

City staff in every department played a role. Department web coordinators played a particularly important role coordinating staff to review each page. IT staff shepherded critical tasks in transitioning to an entirely new technology and cloud hosting platform.

To lead this effort while managing the COVID 19 pandemic, our four-person Communications Unit absorbed a variety of tasks that had been distributed throughout the organization and took on many critical roles that had never been done in the City. This not only included an unprecedented amount of new writing and photography, but also training, technical development of web tools, implementation of a content governance system, and coordination with multiple vendors as well as every department. In a time when the need for virtual communication is greater than ever, we are proud to have a website that's recognized nationally for its excellence.

cc: Paul Buddenhagen, Deputy City Manager
LaTanya Bellow, Deputy City Manager
Senior Leadership Team
Jenny Wong, City Auditor
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