



City of
OAKLAND
California

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News from: Office of the City Administrator

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New Survey Seeks Feedback on Improving City's Digital Service Delivery

Oakland, CA —The City of Oakland has launched a survey to gain feedback from the Oakland community about their experiences with web-based City services. The survey will be used to inform development of a prototype for a new City website to better serve the community. The prototype will include ADA-compliant design, easy navigation, better search capability, and data-driven content while integrating with some of the City's existing enterprise-grade, back-end systems.

“We are honored to be working with Code for America on a new approach to digital service delivery,” said Oakland Mayor Jean Quan. “The City of Oakland is proud to be a national model of civic innovation, thanks to our commitment to engaging a motivated community as well as our forward-thinking approach to openness and government transparency.”

In preparation for the development of this prototype, the City of Oakland and Code for America are conducting a broad survey of Oakland community members who use the web at home, at work, through community centers or on their phone.

The survey is brief – responses should take less than 10 minutes – and may be completed anonymously. It asks about the participant's neighborhood, age and Internet use, and then about their needs and experiences with the City's website.

The survey is available in four languages:

<http://c4a.me/oak-e> (English)
<http://c4a.me/oak-s> (Spanish)
<http://c4a.me/oak-c> (Chinese)
<http://c4a.me/oak-v> (Vietnamese).

The survey is a part of the ‘Digital Front Door’ project – a suite of code, documentation and techniques which will be a model that cities across the country can use to modernize their digital presence. The project is identifying ways to recognize and respond to how citizens want city services delivered through a city's website, puts community members at the center of service delivery and designs around them. The project bridges the digital divide to reach deeper and wider into the areas of the community that can be better served.

In 2013, the City of Oakland was one of 10 Code for America fellowship cities nationwide. The outcome of that initial partnership was the development of RecordTrac, a groundbreaking, nationally recognized web-based tool that has helped the City manage and track more than 5,600 public records requests since its launch in Fall 2013.

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In recognition of the successful partnership in 2013, the City of Oakland was selected as the first Code for America Fellowship 2.0 city in the nation. Together, the City and Code for America will work to further integrate lessons learned during the 2013 fellowship; apply the new approaches to a practical, tangible project with city-wide impact; enhance the digital literacy of the City's workforce; expand our collaboration with the community; and share the model that emerges out of this partnership with cities nationwide.

The Digital Front Door Project is the latest in a series of recent efforts by the City to engage with citizens and provide increased access to information and City services through the use of innovative technology:

- In September 2014, the City of Oakland Public Ethics Commission launched "Open Disclosure," a site that visualizes campaign finance data. The site was developed in partnership with OpenOakland, a Code for America Brigade of volunteer technologists.
- In April 2014, the Oakland Police Department expanded the use of NextDoor, a social media network for neighborhoods, to all of Oakland.
- In January 2013, the City launched an Open Data website, data.oaklandnet.com, which serves as the central repository of the City of Oakland's public data.
- In Fall of 2012, the City of Oakland's Public Works Agency launched SeeClickFix, an online and mobile tool that helps residents report, track and monitor non-emergency problems, such as graffiti, illegal dumping or potholes.

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