

Communications & Engagement

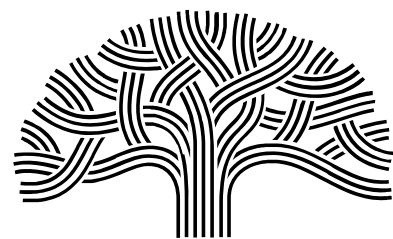
Sean Maher

Director of Citywide Communications

Michael Enslow

Digital Services Officer

City Administrator's Office



**CITY OF
OAKLAND**



Presentation Goals

1. Introduce you to the Communications & Engagement Team
2. Communicate our Mission & Values
3. Communicate our Policies, Standards, & Services
4. Demonstrate our 2023-2024 Accomplishments
5. Present and get feedback on our 2024-2025 Roadmap

ADA Effective Communications Policy

ADA Programs Division	Communications & Engagement	Information Technology	City Clerk & KTOP
Anh Nguyen Disability Access Coordinator	Sean Maher Director of Citywide Communications	Tony Batalla Director of Information Technology	Asha Reed City Clerk
Mark Romoser Program Analyst	Michael Enslow Digital Services Officer	Michelle NewRingeisen Strategy & Business Operations	KTOP Staff

Our Team

The Communications & Engagement team consists of five staff.



Sean Maher

Director of
Citywide
Communications



Tina Risker

Digital Strategy
& Engagement
Officer



Jean Walsh

Public
Information
Officer



Carina V. Lieu

Inclusive
Community
Engagement
Officer



Michael Enslow

Digital Services
Officer

Our Mission

Our mission is to ensure that all Oaklanders (residents, businesses, and City employees) have **equitable access** to the information that they need to participate in City programs and services and the opportunity to shape the policies and programs that impact their everyday lives.

Core Services

Housed in the City Administrator's Office, the team manages the development and implementation of communications and engagement strategies related to:

- public information
- media relations
- media monitoring
- digital service design
- web site management
- social media engagement
- creative design & brand management
- inclusive community engagement
- employee communications
- emergency/crisis communications

2023-24 Accomplishments

1. Action on 2022 accessibility testing reports
2. Quality assurance testing at City facilities
3. Upgrading oaklandca.gov to OpenCities
4. Implementation of Readability
5. Writing for the web workshops for website content authors
6. Began audit of 600+ government services on oaklandca.gov

Accessibility Testing



**LightHouse for the
Blind and Visually
Impaired**

20 Issues



**Center for Accessible
Technology**

19 Issues



**Oakland Public
Library**

10 Issues



**Aging and adult
services – City of
Oakland**

9 Issues

Of 58 accessibility issues found, we have fixed 35 (60%)

Website Upgrade to OpenCities

1. Increasing security and reliability of oaklandca.gov
2. Preserving access to over 600 essential government services
3. Improving ease of use for content authors
4. Auditing and removing outdated, irrelevant, and broken pages
5. "Writing for the Web" training for all content authors

Results from Readability Testing

Oaklandca.gov			Scored URLs: 5,515	
A	B	C	D	E
Grade 5 to 7	Grade 8 to 9	Grade 10 to 11	Grade 12 to 13	Grade 14 to 18
1680	1673	983	1055	124
30%	30%	18%	19%	2%

Audit of 600+ Digital Services



1. Find service on oaklandca.gov



2. Download PDF form



3. Print form



4. Complete form



5. Mail or deliver form to City

	Yes	No
Mobile Compatible		X
Time efficient		X
Reflect up to date Social Identity Categories		X

2024-2025 Roadmap

Q4 2024	Q1 2025	Q2 2025	Q3 2025	Q4 2025
Quality assurance testing at City facility	Quality assurance testing at City facility	Quality assurance testing at City facility		Quality assurance testing at City facility
Audit the 600+ government services on oaklandca.gov				
			Launch new website	
				Re-engage accessibility testing partners.

Next Steps

1. Implement 2024-2025 roadmap
2. Measuring progress based on our values of **Equity**, **Simplicity**, and **Trust**
3. Return to MCPD after the new website launch
4. We'd love to hear from you!

Thank you!

For questions and comments please email:

OaklandPIO@oaklandca.gov