



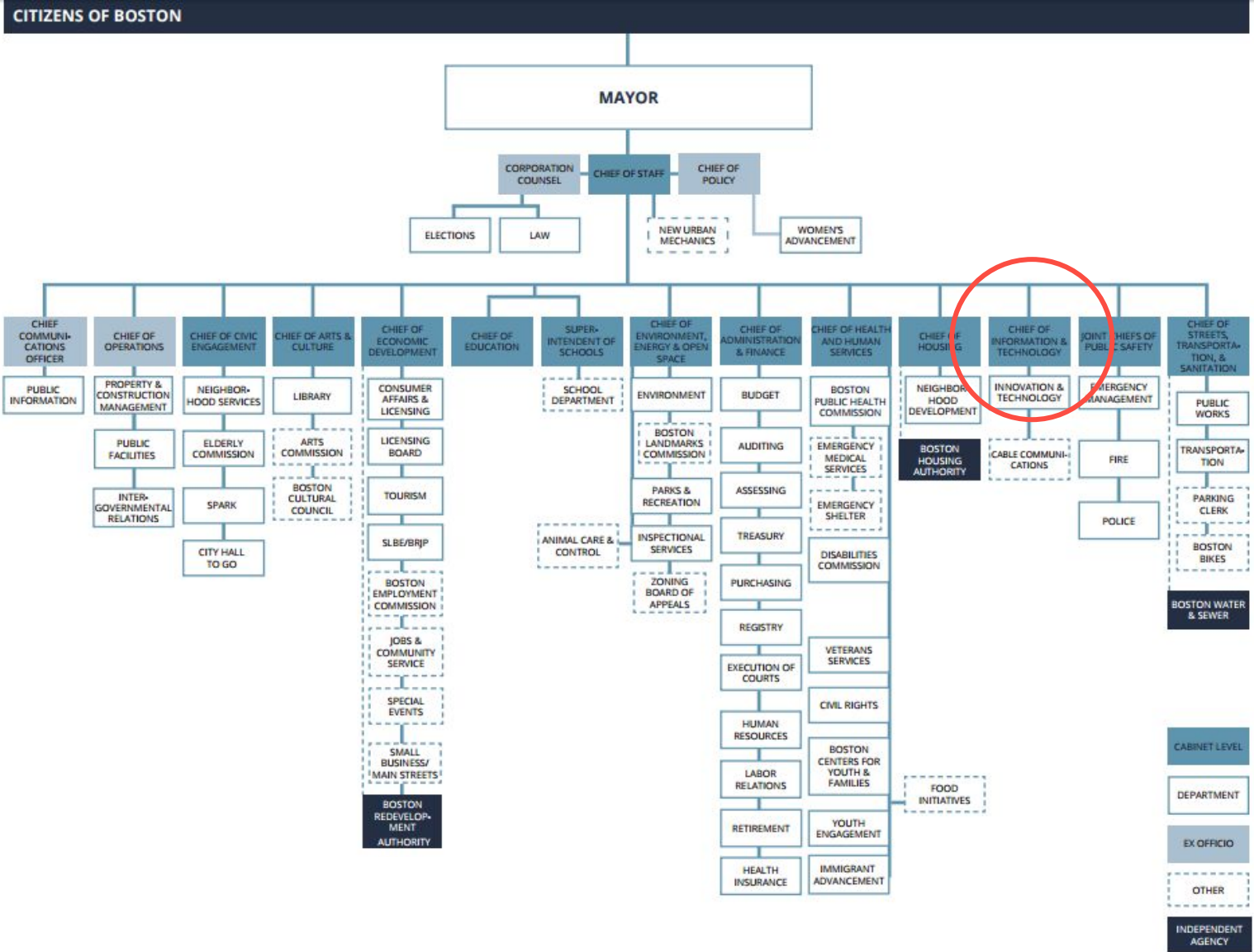
DoIT DIGITAL

Implementing a digital strategy for Boston's residents and beyond

WHO WE ARE



WHERE WE FIT IN



OUR DRIVING FOCUS?

Ensure that residents and visitors of Boston:

- *can read our important information*
- *can recognize it's official*
- *can get it where they need it, and*
- *are delighted by what they find and the ease of their interaction.*

FIVE ASSUMPTIONS WE CAN'T MAKE

- *If it's online, they can find it*
- *City Hall is open, people can come to us*
- *It's all in the report*
- *Digital is just about “cool” apps*
- *Digital can replace the in-person*

INTRODUCTIONS



Jeanethe Falvey
Chief Digital Officer



Reilly Zlab
Director of Product
Management



James Duffy
Senior Content Manager
and Strategist



Sebastian Ebarb
Design Director



Sarah Figalora
Digital Engagement
Strategist

...and 10 other amazing team members who couldn't be here today!

WRITING FOR HUMANS



WHY PLAIN LANGUAGE?

It's generally accepted that the average reading level in the United States is 7th - 8th grade.

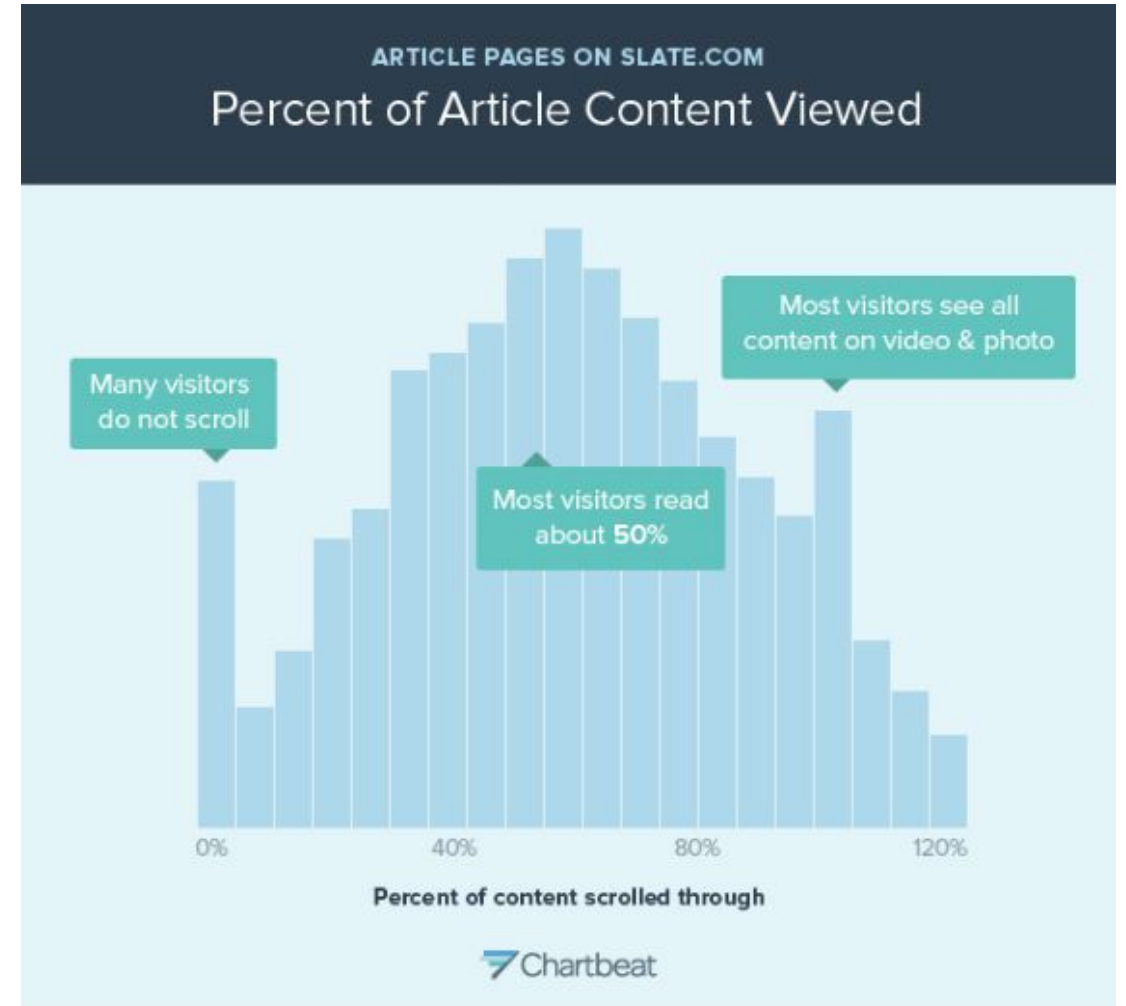
Our goal is to create accessible content that everyone can understand. You are not “dumbing down” your content. Writing in plain language has a number of benefits, and it saves you time and money.

WRITING FOR THE WEB

How do people read websites? The truth is, they don't.

People mostly skim and barely scroll down a page. Slate.com hired a data scientist to study how people used their site, and found 50% of their users stopped reading halfway down. Thirty-one percent never even scroll.

Turns out, this is pretty typical for most of the web.



WRITING FOR THE WEB

So, how do we interact with pages?

Most people scan with a rough “F” pattern when they read a webpage. Starting from the top left corner, they scan horizontally across the page and quickly drop down the left side for information.

The Nielsen Norman Group did a study on user behavior, and created this heat map at the right.



The red shows the most viewed section of these websites, followed by yellow, and then blue.

WHAT DOES THIS MEAN FOR US?

PEOPLE STILL NEED US

We're the City of Boston. We have information that residents can only find on Boston.gov.

SO BE BRIEF

We still realistically only have the attention of our audience for a few seconds on each page.

AND GET TO THE POINT

There are ways we can write to draw people in and get their attention.

Write for your audience

Remember to keep in mind the people who you want to read your information. Your writing might be different for different audiences.



WRITING FOR THE WEB: A TALE OF TWO SENTENCES

On the left, we have a sentence aimed at Boston EMS professionals, and at the right, something easier to read for the public:

FOR EMS PROFESSIONALS

Within the Training Division, our Research, Training, and Quality Improvement team conducts critical research designed to introduce new treatment protocols and technologies with the goal of advancing pre-hospital emergency medical care.

FOR THE PUBLIC

We make sure our EMS training division is up-to-date with the latest pre-hospital emergency medical care technology.

THE LESSON?

Sometimes when you're talking to a broader audience, you don't need to dive into every little detail. Just give them what they need.

Use the active voice

When we speak, we usually use the active voice. Using the active voice can increase comprehension, and clearly state who is responsible for what.

In most active-voice sentences, the doer comes before the verb it governs.

ZOMBIES AND THE ACTIVE VOICE

An easy way to tell if you are using the active or passive voice is to add “by zombies” after the verb in a sentence.

If the sentence still makes sense after adding “by zombies,” it’s in the passive voice.

For example:

- Passive: The town was attacked (by zombies). **Still makes sense.**
- Active: Zombies attacked (by zombies) the town. **Doesn’t make sense.**

There are trickier versions of the passive voice, but this is an easy tip to keep in mind.

A blue-tinted background image showing a hand-drawn architectural sketch of a cityscape. The sketch features a large domed building in the center, surrounded by other structures and a street. A hand is visible on the right side, holding a pen and pointing towards the sketch. A ruler is also visible in the upper right corner.

DESIGN WITH PURPOSE

“I want to know that my government's professionally run, and therefore I want to know that [it has] professional web designers, graphic designers.”

- Dorchester resident

CONSISTENCY

boston.gov/brand



BRAND GUIDELINES

The beauty of Boston begins with a certain boldness. A boldness of opinion. Of thought. Of diversity. A boldness to be ourselves. Even though we’re all diverse, and come from different cultures and backgrounds, we are connected through our boldness. And through our City. We are Boston.

Still have questions? Contact:

INNOVATION AND TECHNOLOGY



617-635-4783



DOIT@BOSTON.GOV



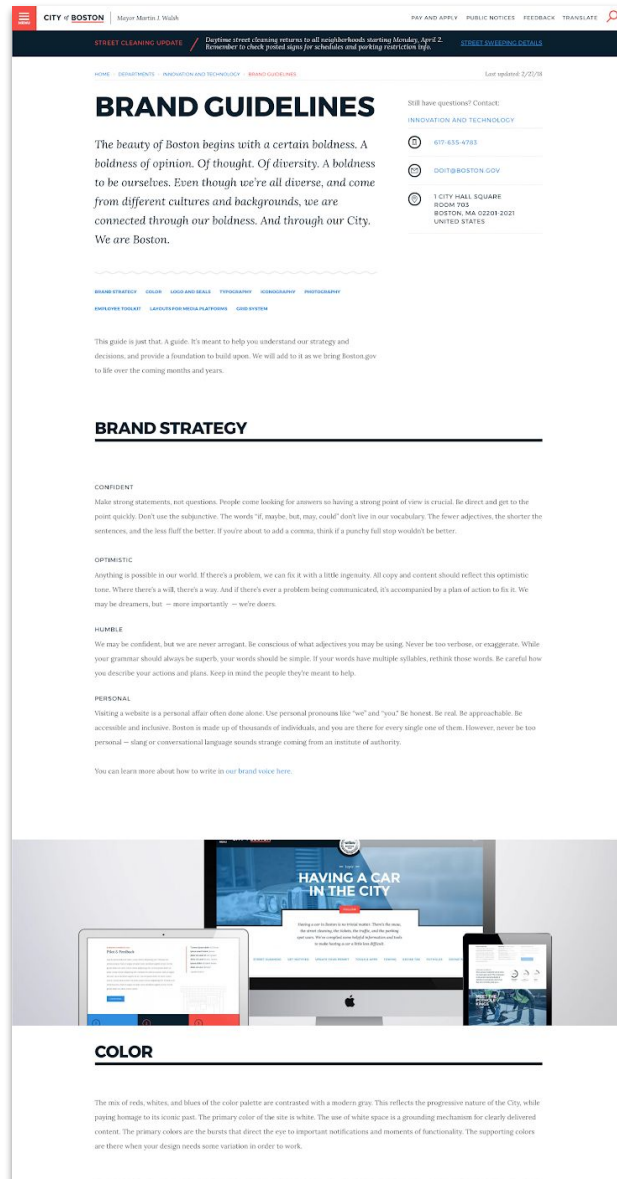
1 CITY HALL SQUARE
ROOM 703
BOSTON, MA 02201-2021
UNITED STATES

- [BRAND STRATEGY](#)
- [COLOR](#)
- [LOGO AND SEALS](#)
- [TYPOGRAPHY](#)
- [ICONOGRAPHY](#)
- [PHOTOGRAPHY](#)
- [EMPLOYEE TOOLKIT](#)
- [LAYOUTS FOR MEDIA PLATFORMS](#)
- [GRID SYSTEM](#)

This guide is just that. A guide. It’s meant to help you understand our strategy and decisions, and provide a foundation to build upon. We will add to it as we bring Boston.gov to life over the coming months and years.

BUILDING THE BRAND

boston.gov/brand



1. BRAND STRATEGY

2. COLOR

3. LOGO AND SEALS

4. TYPOGRAPHY

5. ICONOGRAPHY

6. PHOTOGRAPHY


7. EMPLOYEE TOOLKIT

8. LAYOUTS FOR MEDIA PLATFORMS

9. GRID SYSTEM

THE BRAND IS FUNCTIONAL
not perfect!






National Preparedness Month

BUILD AN EMERGENCY KIT

Disasters don't plan ahead. You can.



City of Boston
Emergency management

[Boston.gov/emergency](https://boston.gov/emergency)

DID YOU KNOW?

You can't drive moving trucks on Storrow Drive due to low clearance.


To help alleviate traffic on September 1, we close several streets and parking is restricted.

Visit [Boston.gov/moving](https://boston.gov/moving) for more information.



City of Boston
Mayor Martin J. Walsh






National Preparedness Month

MAKE AN EMERGENCY PLAN

Disasters don't plan ahead. You can.



City of Boston
Emergency management

[Boston.gov/emergency](https://boston.gov/emergency)

CITY CLERK POSTINGS

A Inspection Services Department Meeting

When: NOVEMBER 30, 2016
10:00AM
Where: 1010 MASSACHUSETTS AVENUE
Period: 11/30/2016 - 2:07PM

1. 98 Tremont Street, 37 vehicle parking garage 1,140 gallons of gas in the tanks of vehicles. 27V, LLC
2. 40 Fisher Avenue, 8 vehicle parking garage 180 gallons of gas in tanks of vehicles. Tinty 8-40 Fisher Avenue LLC
3. 455-457 East First Street, Second Street Associates, LLC, 37, Vehicle parking garage 1140 gallons of gas in the tanks of 37 vehicles

B Emergency Management - Homeland Security Meeting

When: NOVEMBER 30, 2016
1:00PM
Where: 250 FRESH POND PARKWAY
Period: 11/30/2016 - 2:30PM

1. Welcome
2. FY16 Project Updates and Budget
3. FY16 Project Cost Savings Highlights
4. MINOR THREAT Evaluation
5. FY16 Project
6. Old/New

C Brighton High School Meeting

When: NOVEMBER 30, 2016
2:40PM TO 3:00PM
Where: 20 WARREN STREET
Period: 11/30/2016 - 3:00PM

1. Welcome
2. FY16 Project Updates and Budget
3. FY16 Project Cost Savings Highlights
4. MINOR THREAT Evaluation
5. FY16 Project
6. Old/New




LESS NOT MORE

“We teach and build tools, not rules.”




EMPLOYEE TOOLKIT



PRESENTATION SLIDEDECK

Please duplicate the document before beginning your work.


GOOGLE SLIDES



PRESENTATION SLIDEDECK, OPTION TWO

Please duplicate the document before beginning your work.


GOOGLE SLIDES



PRESENTATION SLIDEDECK, OPTION THREE

Please duplicate the document before beginning your work.


GOOGLE SLIDES



BLANK DOCUMENT TEMPLATE

Please duplicate the document before beginning your work.


GOOGLE DOCS



EMAIL SIGNATURE

Copy and paste one of two options in this document with your information.


GOOGLE DOCS



REPORT TEMPLATE

Please duplicate the document before beginning your work.


GOOGLE DOCS



BRANDED PHONE AND DESKTOP BACKGROUNDS

Phone and desktop backgrounds in our brand.


GOOGLE DRIVE



MEMO TEMPLATE


Please duplicate the document before beginning your work.

GOOGLE DOCS



SURVEY TEMPLATE

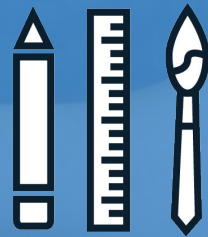
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YEAR IN REVIEW TEMPLATE

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EVERYONE IS A DESIGNER
sometimes, without training.



EXPANDING THE BRAND

[illegible]

EXPANDING THE BRAND



Animal Care & Control


CITY of BOSTON



CITY of BOSTON



CITY of BOSTON







Sign up for AlertBoston for storm updates.







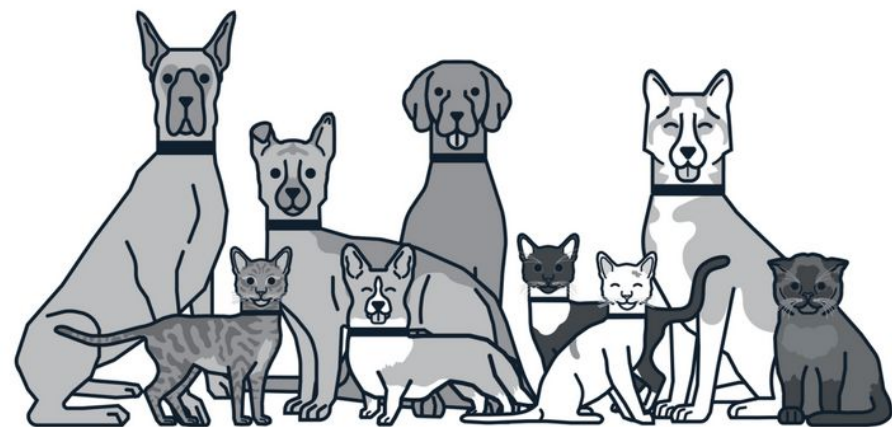
Sign up for AlertBoston for storm updates.



LOOKING FOR A NEW FRIEND?

The Animal Care and Control Shelter is now open!

Come visit us at 26 Mahler Road in Roslindale.
Call **617-635-1800** or visit **boston.gov/animals**
to find out what pets are up for adoption.
Viewing hours are Tuesday - Saturday, from 11 a.m. - 4 p.m.



EMPOWER PEOPLE
they will surprise you!



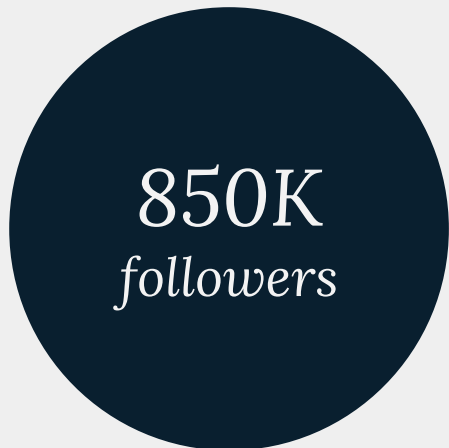


EFFECTIVE ENGAGEMENT

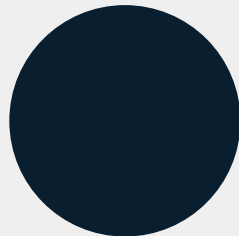
ENGAGEMENT CHECKUPS

- 140 social network accounts, 84 newsletters
- How can we make sure each department has the right tools to leverage their content?
- Goal: A consistent and rewarding constituent experience

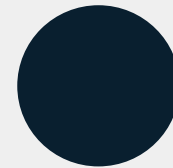
Twitter



Facebook
270K fans



Newsletters
210K subscribers



WHAT WE'RE ASKING THE PUBLIC TO FOLLOW



HOW CAN OUR TEAM HELP?

- Digital engagement check-ins
- Digital Digest
- Social Media Working Group
- Trainings
- Content libraries

CITY of BOSTON

DoIT Digital Digest



Digital Digest: August 30 - September 5

Welcome to this weekly update of our City's digital presence. You'll find highlights, tips, and resources to help us all improve our outreach. Curious to learn more? Know someone who would like to subscribe? Let us know at digital@boston.gov

Heat safety ▾

Filter by tag... Show All Content ▾

Upload

With heat safety comes skin safety. Try to use a sunscreen containing SPF-15 or higher to protect yourself from the sun. More heat safety tips (& places to cool off) at boston.gov/heat

Last used 11 days ago
Used Once

Stay cautious in this heat & protect your feet! Surfaces can become extremely hot & cause burns – children should always wear shoes on playgrounds. Safety tips & places to cool off at boston.gov/heat

Last used 11 days ago
Used 3 times

Stay cautious in this heat. If you become lightheaded, confused, weak, or faint, stop all activity and find shade or a cool area to rest. Call 911 immediately if your symptoms don't improve. Safety tips & places to cool off at...

Last used 11 days ago
Used 3 times

We're in for some hot & humid weather. Beat the heat by visiting a @BCYFCenters community pool, find one near you at boston.gov/heat

Last used 11 days ago
Used Once

Water is your friend! Make sure to stay hydrated in the heat. More heat safety tips (& places to cool off) at boston.gov/heat

Last used 11 days ago

Watch out for each other in the hot & humid weather. If you observe someone who appears passed out, call 911 immediately. More heat safety tips (& places to cool off) at boston.gov/heat

Last used 11 days ago

CASE STUDY: OFFICE OF EMERGENCY MANAGEMENT (BEFORE)

- 3 Twitter accounts
- 1 Facebook account
- 2 Instagram accounts
- 3 different brands

@BostonOEM



@ReadyBoston

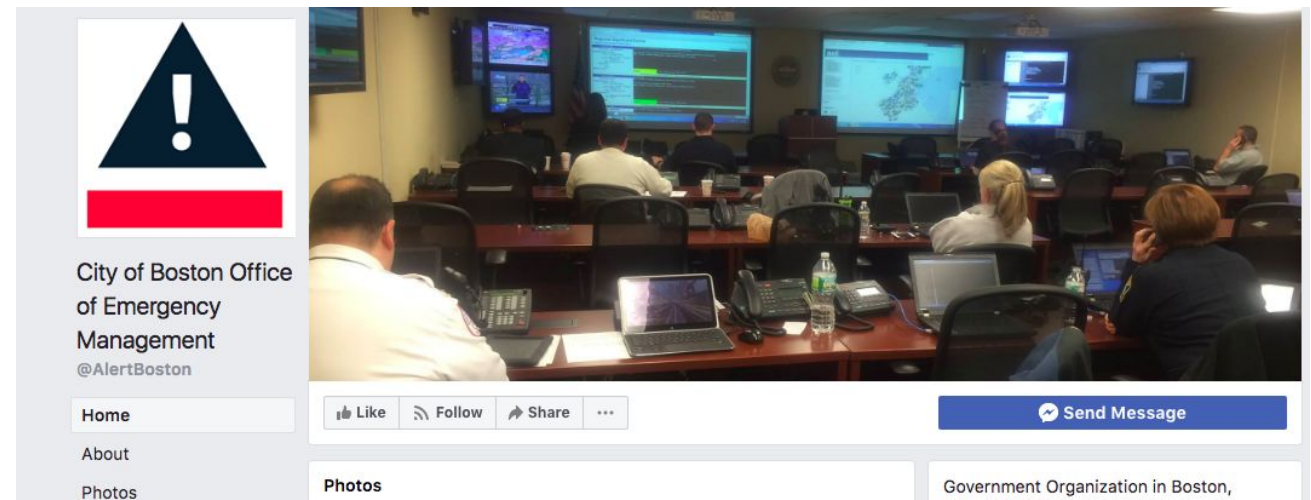
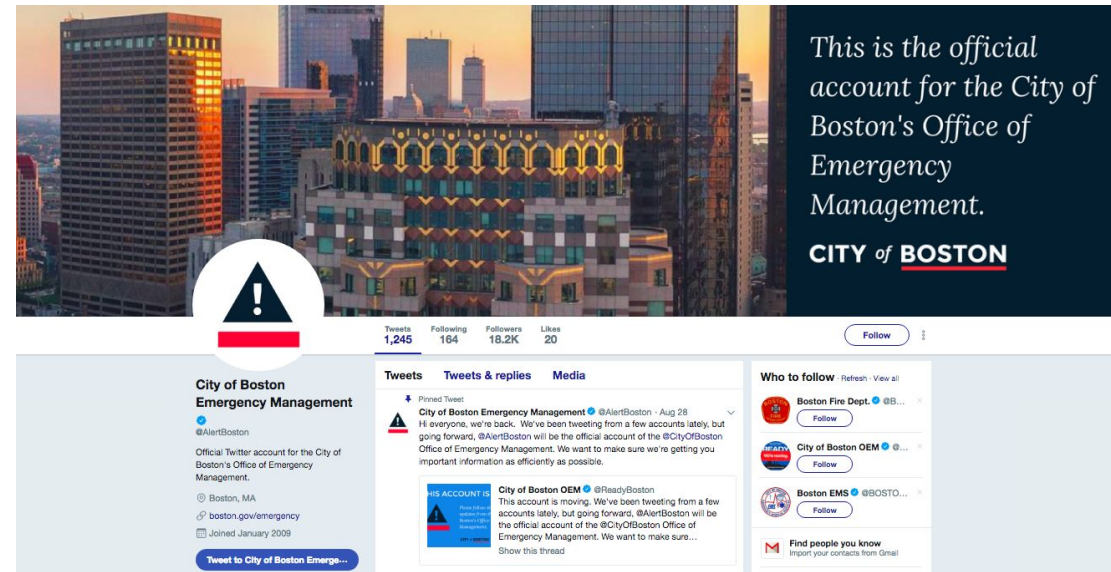


@AlertBoston

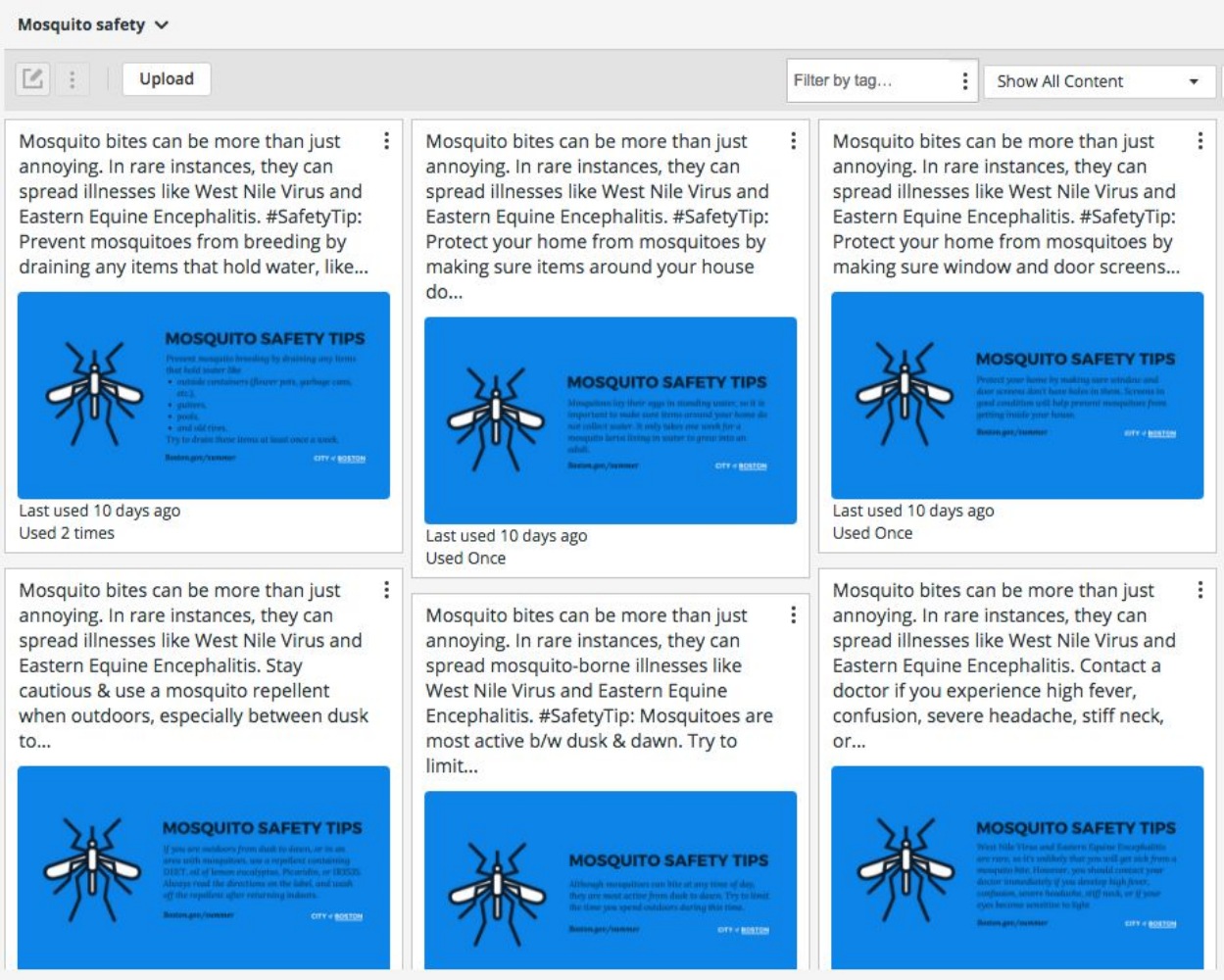
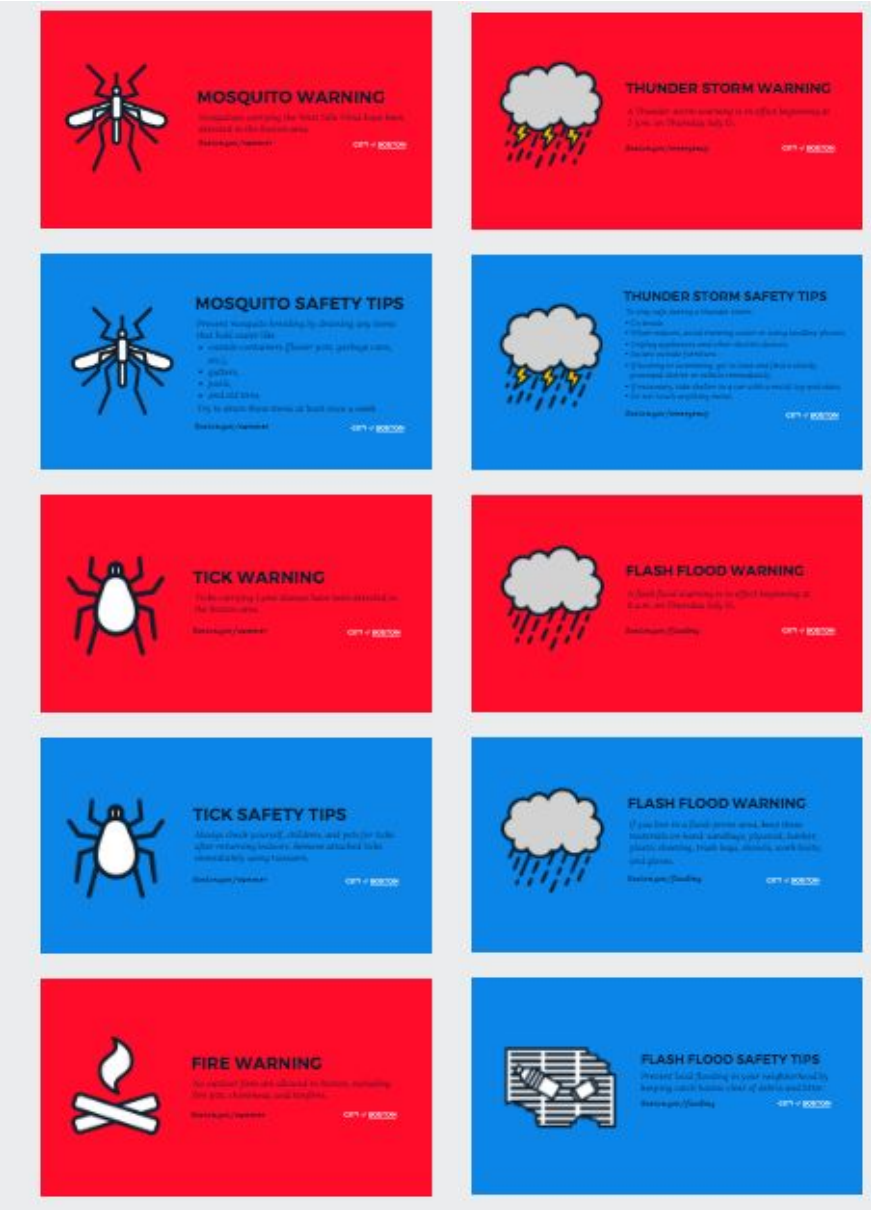


CASE STUDY: OFFICE OF EMERGENCY MANAGEMENT (AFTER)

- 1 Twitter account
- 1 Facebook account
- 1 Instagram account
- 1 brand



CASE STUDY: OFFICE OF EMERGENCY MANAGEMENT



GROWING YOUR SOCIAL PRESENCE (RESPONSIBLY)

- Downsizing our social presence doesn't mean we're closed off to creating new accounts
- Create new accounts with caution, collaboration, and a lot of planning

The evolution of the @ArtsinBoston Instagram account:

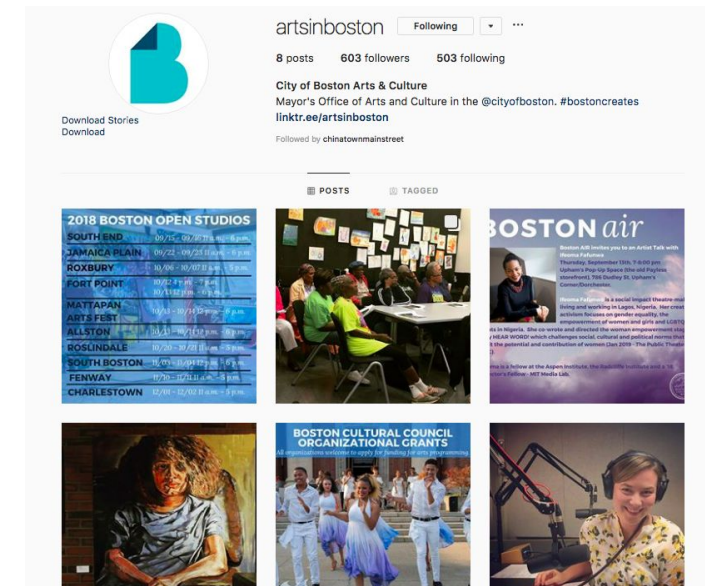
1



2

September						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1 BCC Grants now open (version of ad that we created)
2 Poet Laureate last call (COB branded graphic)	3 Open studios season begins (calendar graphic of all upcoming events)	4 Engine 42 call for artists closes in 2 weeks (photo of rendering)	5 Week before Fay Chandler Emerging Artists Awards (photo of gallery exhibit)	6 King Memorial Finalist Designs up all month in SPL (Photos of designs)	7 Takeover: BCC grantee org	8 Update on boston AIR work (photo and video of each artist's projects)
9 Recovery Month arts events (flyer)	10 Sign up for Julia's office hours (COB branded graphic)	11 Now accepting apps for Opportunity Fund (photos of recent Opp fund grantees)	12 Fay Chandler Emerging Artist Awards (photo of winners after event)	13 Jeanne Simms at Boston City Hall reception happening tomorrow (photo of artwork)	14 Takeover: BCC grantee org	15 South End Open Studios happening all weekend (photo from event)
16 Last call for Engine 42 applications	17 Guide to finding space as an artist in Boston (COB branded graphic)	18 Showcase a piece of new public art (EggFLQ video)	19 Have your work featured in the City Hall galleries! (photo)	20 Year 'In Review-see what we've been up to in the past year (photos)	21 Takeover: BCC grantee org	22 JP Open Studios all weekend (photos of artists' work)
23 Jazz Along the Charles (local arts event, video of performances)	24 What's happening next month at the Strand? (Flyer of upcoming show)	25 Opportunity Fund workshops coming up	26 Last chance to see King Memorial designs	27 Meet Boston's new poet laureate! (Photo)	28 Takeover: BCC grantee org	29 Photo of public art (e.g. Open House on Comm Ave mall)
30 We're sending out our October newsletter soon. Make sure you're signed up (COB branded graphic)						

3



A photograph of two women working at a small, round, black outdoor table. The woman on the left is standing and leaning over the table, holding a pencil and looking at a piece of paper. The woman on the right is sitting in a black metal chair, wearing sunglasses and a patterned top, looking down at her hands. On the table are a clear plastic cup with a straw, a glass jar with a lid, a tablet, and a smartphone. The background shows a brick-paved plaza with trees and buildings, including a Subway restaurant. The entire image has a blue tint overlay.

**AND SOMETIMES...
WE BUILD IT**

CONVERTING OLD PRODUCTS

City of Boston.gov

Official Web Site of the City of Boston

Home311ResidentsBusinessVisitorsStudentsGovernment

Assessing

- Home
- Letter from the Commissioner
- Assessing Online
- Abatement Procedures
- Assessed Values
- Betterments and Tax Bills
- Boat Excise
- Boat Mooring/ Docking Compliance
- Law/ Permits
- Circuit Breaker Income Tax Credit
- Exemptions
- Condo Conversion
- Data & Mapping Resources
- Forms
- Frequently Asked Questions
- Motor Vehicle Excise
- Municipal Liens
- Personal Property
- PILOT Task Force
- Property Classification
- Property Identification
- Proposition 2 1/2
- Real Estate Parcel Consolidation
- Real Estate Taxes Tax Bills and Payments
- Tax Rates

Assessing Online

The Assessing Online application brings direct access for taxpayers, homeowners, real estate and legal professionals as well as business owners to property parcel data including assessed value, location, ownership and tax information for each piece of property in the city. The information assists homeowners directly in their ownership responsibilities by providing the current value and tax status of their property. Professional real estate, business and legal entities access and draw upon Boston property parcel data to support and enhance their specific business operations. The GIS data accessed to this application provides valuable graphical contexts for researchers, analysts and other professionals interested in demographical patterns, property usage and development.

Search FY2018 Real Estate Assessments and Taxes

Search by address or parcel... Search parcels

examples: 1 City Hall Sq | 0504203000 | KENNEDY JOHN | 352R Blue Hill Ave Apt # 3

We are trying to make Assessing Online better. Please help us by taking this short survey.

How to Obtain an Online Application for Abatement and/or Exemption

The deadline for filing a FY2018 Real Estate Property Tax Abatement Application was Thursday, February 1, 2018. Applications for will become available for download beginning Tuesday, January 1, 2019.

The deadline to file for a FY2018 Personal Exemption (Blind, Elderly, Surviving Spouse, Veteran) and/or Residential Exemption Application is Monday, April 2, 2018 at 5:00 PM.

The deadline to file for a FY2018 National Guard Exemption is Monday, April 2, 2018 at 5:00 PM.


Instructions for obtaining an online application for abatement, personal exemption, and/or residential exemption:

1. Property owner must first enter identifying information such as parcel ID, last name, or street address in the search box at the top of the page.
2. Click on "Details" among the search results associated with the owner's property, which will bring the owner to a property summary screen.
3. If eligible, the property owner will be presented a link to the abatement application, personal exemption application, and/or residential exemption application in the section entitled "Abatements/Exemptions". Note: If a personal exemption and/or a residential exemption have already been granted for the given tax year then this will be noted in the "Abatements/Exemptions" section. Applications for abatement, personal exemption, and/or residential exemption should be returned to the Assessing Department, Room 301, City Hall OR to the Taxpayer Referral & Assistance Center (TRAC), mezzanine level, City Hall by the appropriate deadline noted above.

welcome to

BOSTON.GOV

B

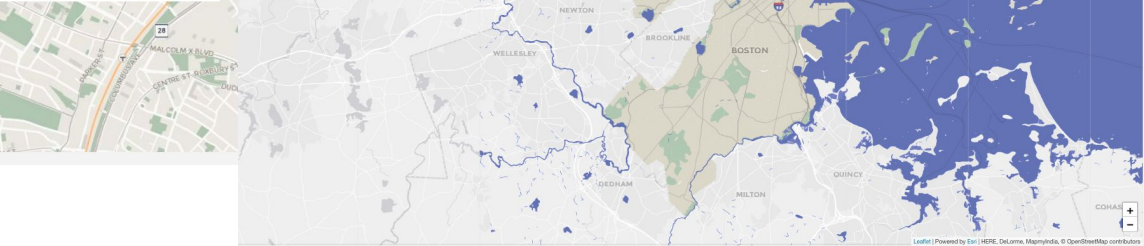


FOOD TRUCKS

FOOD TRUCKS MAP

Find food trucks near you.

SHOW MAP



FOOD TRUCK

DAY: Tuesday TIME: Breakfast TRUCK: All

MONDAY, MARCH 19



STREET CLEANING

Today is the third Monday of the month. Daytime and



TRASH AND RECYCLING

Pickup is on a normal schedule.



CITY BUILDING HOURS

All municipal buildings are open based on their normal hours.



PARKING METERS

Parking meters are on their normal today.




TOW LOT


Home311PaymentsResidentsBusinessesVisitorsStudentsGovernment

BOS:311


Four ways to report non-emergency issues:




Call 311



Download the App



Tweet @BOS311



Use this site

Top Service Requests:

Report a missed curbside pickup >

Report a pothole fixed >

Report a street cleaned >

Report a big item >

Report a needle clean-up >

Request graffiti removal >

Report a broken street sign >

Report a broken traffic signal >

Pay a parking ticket >

Report a street lamp is out >

Services

Begin typing to search online services...

Expand All Services

CITY of BOSTON

Mayor Martin J. Walsh

PAY AND APPLY PUBLIC NOTICES FEEDBACK TRANSLATE

BOS:311 HOME SEARCH CASES ALL SERVICES

BOS:311 – REQUEST CITY SERVICES

Through BOS:311, you can request non-emergency services from the City.

WHAT CAN WE HELP WITH?

There's a dead sq

START A REQUEST

You can also make a request for one of these popular services:

- Residential trash out illegally
- Trash or recycling not collected
- Street sign is broken or missing
- Illegal parking on street
- Pothole on street

See all services...

Search by case reference # or keywords...

Browse public cases

BUILD NEW PRODUCTS: BUY DEATH CERTIFICATES ONLINE

REGISTRY.BOSTON.GOV/DEATH

THEN

- Only available via **mail** or **in-person**
- Private companies [incl. State vendor] charge **\$40+**
- Lengthy turnaround from order to receive (**at least 6 months**)

NOW

- Available online as soon as the City has the data
- Just **\$14 plus fees** [no upcharge]
- Pilot of a new online payment system
- Made possible thanks to partnerships with the Registry and Treasury Departments

This screenshot shows the 'DEATH CERTIFICATES' page on the City of Boston website. The header includes the City of Boston logo, Mayor Martin J. Walsh's name, and navigation links for 'PAY AND APPLY', 'PUBLIC NOTICES', and 'FEEDBACK'. A 'VIEW CART' button with a '0' icon is in the top right. The main content area has a heading 'DEATH CERTIFICATES' and a subheading 'To order a death certificate for someone, start by searching for their name:'. Below this is a search input field containing 'Robert Frost' and a magnifying glass icon. Examples of search terms are provided: 'J doe', 'robert frost 1963', and 'johnson 1956-1957'. A note at the bottom states: 'We have death certificates from 1956 to the present for anyone who died in Boston or listed Boston as their home. If you need a death certificate from before 1956, you will need to order by mail or in person.'

This screenshot shows the results page for the search of 'ROBERT FROST'. The header is identical to the previous screenshot. The main content area has a heading 'ROBERT FROST' and a table with the following information:

Certificate #	96677
First name	ROBERT
Last name	FROST
Date of death	01/29/1963
Age	88

Below the table is a 'Go to search' link. At the bottom right, there is a quantity selector showing '1' and a dropdown arrow, followed by a blue 'ADD TO CART' button. A footer note states: 'Death certificates cost \$14.00 each. That price includes shipping. You will be charged an extra service fee of not more than \$0.25 plus 2.15%. That fee goes directly to a third party to pay for the cost of card processing. Learn more about card service fees at the City of Boston.'

CONTENT AND ENGAGEMENT

- Continued trainings for City staff
- Continued content migration and creation
- Moving departments and staff off microsites
- Explore opportunities for new [guide pages](#) on Boston.gov
- Streamlining the City's social media presence
- Celebrating our historic City through #BostonUncovered
- Experimenting with different social media tools to increase engagement in public forums.

DESIGN

- Color palette expansion
- Online City store
- Overhaul and user testing of paper forms
- Made in Boston program
- Citywide wayfinding and signage

DEVELOPMENT/PRODUCT MANAGEMENT

- More web apps!
- Moving from Drupal 7 to 8
- Expanding use of our pattern library

WHERE YOU FIT IN

- *Keep pushing the envelope; we're always learning from you*
- *Be one of our 'gov friends', we love sharing*
- *Use the brand and tag us on social [@CityofBoston](#)*
- *Follow our work at [boston.gov/digital](#)*
- *Give us feedback on [boston.gov](#), or on social*
- *Become a part of our team — we're hiring - [boston.gov/jobs](#)*

RESOURCES

DIGITAL

- [City of Boston on github](#)
 - With active workload tracked on a [git wiki](#)
- [Boston's pattern library](#)

CONTENT CREATION

- [PlainLanguage.gov](#): Federal website on plain language. Recently updated.
- [Hemingway Editor](#): Web app to monitor/tweak reading level of your content.
- [Boston's writing guide](#)
- [Cheat sheet: Social media image sizes](#)

DESIGN

- [Boston's digital brand guidelines](#)
- [Boston's video guidelines](#)
- [Canva](#): Free, light weight online design tool.
- [Noun Project](#): Largest free online repository of icons.
- [Google Fonts](#): One of the most diverse and helpful free typeface selectors
- [Full presentation](#) on branding Boston.

A nighttime photograph of the Boston Tea Party Ships & Museum. The museum's building is on the left, with its name illuminated in white letters. A white, curved walkway with blue and white striped awnings leads from the building towards the water. In the water, a replica of a 18th-century sailing ship is docked. The background shows the Boston city skyline with several lit-up skyscrapers under a dark blue sky. The water in the foreground reflects the lights from the buildings and the ship.

THANK YOU

boston.gov/digital

boston.gov/digital

@CityofBoston

@doitboston

digital@boston.gov