Web Training 2025

Required training for contributors of www.cabq.gov

WebTeam@cabq.gov

Erika Eddy, Ann Gleason, Jonathan Sadler

Please contact us anytime with any questions or ideas!
We prefer to support you from the start of your project.
We are happy to help you with any questions big or small.

Agenda

- www.cabq.gov Overview
  - Annual Training Purpose & Our Responsibility to All Users
- Web Content Accessibility Guidelines - Overview & Screen Readers
  - WCAG – PDFs, Alt Text, Plain & Robust Language, Formatting, Links
- Link Formatting & Content
- Decisions Based on Data
  - Google Analytics & Crazy Egg
- User Behavior Overview
- What makes the site?
  - Section Blocks, Page Formatting
- Resources & Knowledge Base

Web Team Formatting Knowledge Base

Link to Web Team Training and Resources
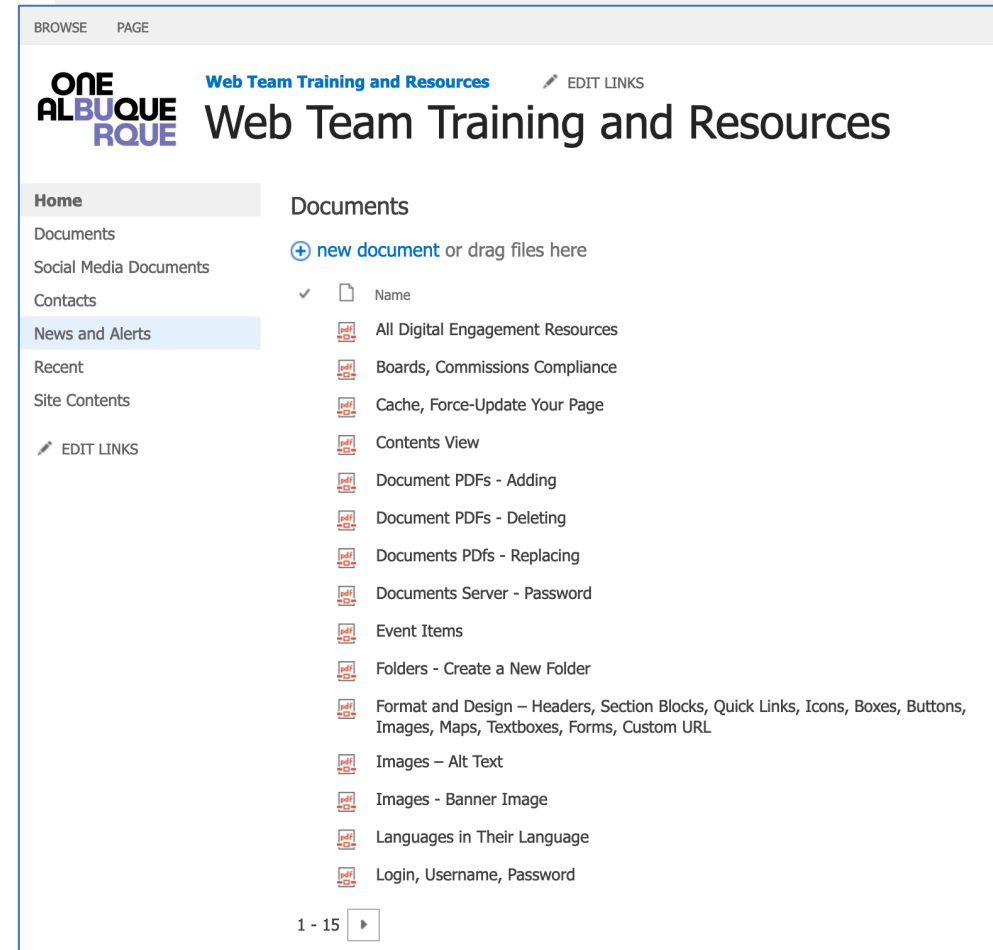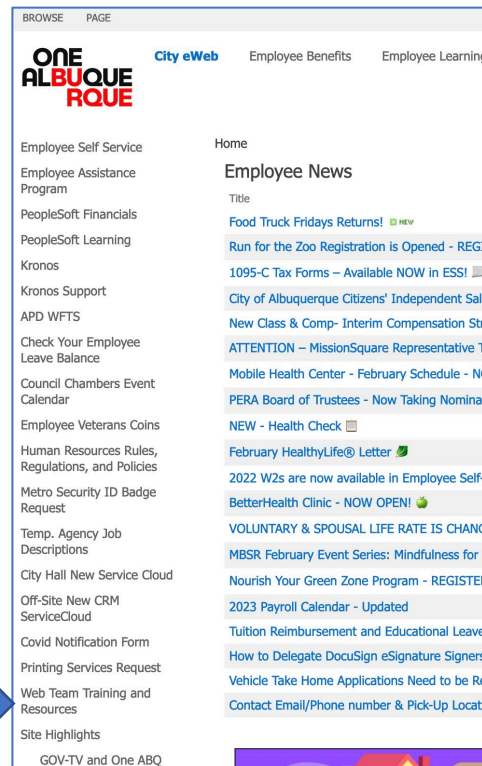
Knowledge Base Examples

- All Digital Engagement Team Resources
- Boards & commissions
- How to cache
- documents.cabq.gov password
- Images - Banner
- Images – Alt text, Banner images
- How to login and password

- Contents view
- Documents – adding, deleting, replacing, WCAG
- News & event items
- Folders
- Writing Guide
- Design: Icons, boxes, buttons, images, maps, textboxes, forms, custom URL
- Languages in their language

Web Team Content Knowledge Base

- Plone Cheat Sheet
- Writing Guide
- Basic formatting
- Languages in their language

www.cabq.gov/website

Note: new time format for am and pm

Times

"1 pm," "1:30 pm" Use "midnight" and "noon."

When giving ranges for dates, days, or times use the word "to" not a dash (-).
Example: "Monday to Friday", or "7 am to 9:30 pm"

Website

All Digital Engagement Resources

- FreeABQImages.com - High quality, license free, local images and videos.

- OneABQ Media YouTube - Video Hosting for Sharing.

- OneABQ Promo Files Access - One ABQ Logos, PPT, Letterhead, Brand Guide.

- Website Icons - Icons that match CABQ branding cabq.gov/assets

- Analytics for cabq.gov - Google, Crazy Egg, Pixels

- Google Maps for Website - Create a Google map with pins

- Webforms - Webform with custom fields submitted to City Outlook.

- Survey Monkey as another option, managed by DTI www.cabq.gov/servicedesk

- Custom URL - Custom URL beginning with www.cabq.gov ex. cabq.gov/youth-connect/one-albuquerque-   youth-job-volunteer-fair/one-albuquerque-youth-job-volunteer-fair to cabq.gov/jobfair

- QR Codes

- MailChimp - Enterprise email sending platform for all City departments
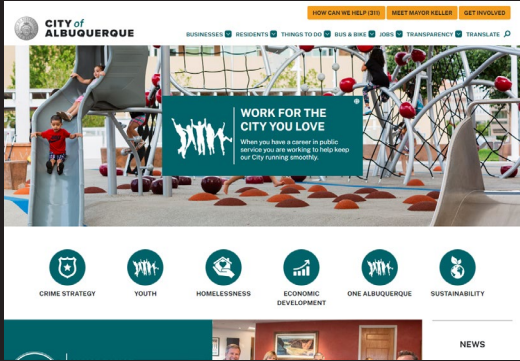
Overview

Your Power to Reach Thousands
- The website had **14.4 million+** page views and **3.9 million+** users calendar year 2024
- Think of the website as another tool in your tool box to reach all audiences.
- SEO
- Mobile

Your Support
- webteam@cabq.gov
- DTI Support Desk
- Web Team Training and Resources: tutorials found on eWeb.

Annual Training Purpose

The website is a lot of **varied information** from **many content experts**. It is essentially many websites in one.

We require certain standards across the website:

- To keep the very wide variety of information and services accessible to all users.
- Because users have expectations of how an official government website should look and be used.
- To help users more easily find information.
- To stay in compliance with Federal website requirements.

Our Responsibility to All Users

ONE ALBUQUE RQUE

Accurate: all information must be up-to-date!

Outdated information is found first. Folks will find your outdated PDFs, pages, images … everything. Remove or update information regularly.

Public: all current public information, or how to receive information from the City, should be posted to the website.

Accessible: Must be accessible to all users no matter their physical ability or device they use.

Language Materials

Our team is committed to language barriers barriers for our community to ensure equita our City has to offer.

In December 2021, City Council voted unanimously to increase language access to ensure documents were more available for non-English speaking residents. The City of Albuquerq ensuring access to city information in the most common languages spoken by its diverse p to translate the most vital documents and forms we use. However, there is new informatio our City website, and for that, we must rely on Google Translate. Although not perfect, Goo getting better. This help page provides basic instructions and a disclaimer. Below, we give of for how to ask the City of Albuquerque municipal government for an interpreter or for spec be translated. There is no charge for interpretation or translation of City of Albuquerque go information. We also list community-based resources for interpretation and translation. Fo about the city's Language Access Policy, please visit these pages: R-21-231 Language Acc

한국어 | Korean

Tiếng Việt | Viet
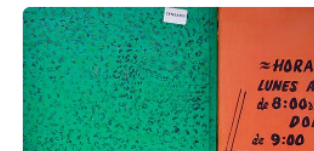
WCAG – Overview

Equal experience for all

Web Content Accessibility Guidelines is the equivalent of ADA compliance for websites. WCAG compliance is federally required.

- Equal experience for all
- Function over form
- Tools overview
  - Screen Readers, more
  - Alternative Text
  - Language - Plain & Robust
  - Format

WCAG – Screen Readers

- Screen readers convert content to synthetic speech.
- Information must be presented in linear order, brief, and not redundant.
- Finding, navigation & orientation

Think WebCrawlers like chatbots, siri, google seo – the things we use to make the site more accessible also helps everyone

The most accessible information will always be text on a page!

HTML first

WCAG – PDFs

We have more than 12,000 PDFs on the website.

Do you need a PDF?
- A PDF is for or printing, otherwise use text on a page.

PDFs have to have the same formatting structure as a webpage.

99% of PDFs are unusable to anyone using an assistive device.

Every PDF will need to be updated or converted to:
- Text on Page
- Fillable Form
- Accessible PDF

Ask us about a template!

Templates for Board Operations

Standardized templates for resolutions, agendas, minutes, and notices simplify your board operations. Each template is designed for easy customization and compliance with the Open Meetings Act.

Template Notice: This template helps you create meeting notices that fulfill legal public notification requirements.

Template Agenda: Use this agenda format to meet legal requirements and provide a clear structure for your meeting discussions.

Template Minutes: Example meeting minutes.

Template Resolution: Draft formal resolutions with this standardized format.

Template Potential Quorum Notice: Prepare for potential quorum situations with this specialized notice template.

Use these resources to lead and support your board or commission confidently. For questions or further assistance, contact Cristobal Rocha at cristobalrocha@cabq.gov.

WCAG – Alt Text for Images

Every digital image has to have an Alt Text attribute

Alt Text Should:
- Convey Meaning
- Be Accurate & Equivalent
- Be Succinct
- Not be Redundant
  - Null attribute – open and closed quotes (""), Screen reader skips over image
  - All text should be on the page

Ask yourself, if the image were deleted, what important content would be lost?

Null = ""

Gateway Sign Tile

by ksimon — *last modified 8 months ago*
A tall freestanding sign reading: "Gateway" and "Gibson Health Hub" underneath

Size: 970KB

WCAG – Alt Text Cheat Sheet

Photograph, Informational
    Explain the meaning of the photo, in the context it is used, using one or two sentences.

Photograph, Decorative
        Name the photo or [""]

WCAG – Alt Text Cheat Sheet

Flyer

All meaningful text and description of meaningful visual elements must be included on the page or in the alt text.

Copy/Paste text from flyer creation process

Teen Tuesday: Game Night | March 12 | 5:30 to 7 p.m.

NORTH DOMINGO BACA
TEEN TUESDAY

GAME
night

Tuesday, March 12th
North Domingo Baca
5:30- 7 pm

A night for
Teen Fun

Board Games - Multi-player Card Games - Video Games - Raffle Prizes - Free Snacks

For More information:

FREE EVENT!   (505)764-6475

North Domingo Baca Multi-Gen Center
7521 Carmel Ave NE 87113 🌐

Free
Teens only ages 12-18
Free with a Department of Senior Affairs membership. Call 505-764-6475 to sign up.

Board games, multi-player card games, video games, raffle prizes, free snacks.

2024 Teen Night Game Night

by Erika Eddy — *last modified 6 days ago*
2024 Teen Night Game Night flyer with dice and chess images, all text on page.

NORTH DOMINGO BACA
TEEN TUESDAY

GAME
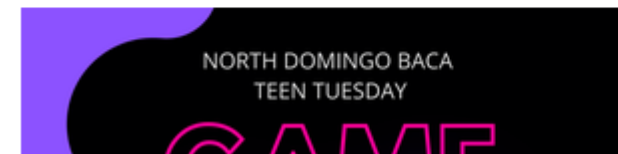
WCAG – Alt Text Cheat Sheet

Headshot
Name of person

Chief Administrative Officer Samantha Sengel

Information about Chief Administrative Officer Samantha Sengel.

Samantha Sengel comes to the City with over two decades of experience in management and executive leadership at one of our state's largest higher education institutions. She brings vast ... well long-standing existing ... State leaders. She is a ... blending collaboration and ... ucracy with energy and ... ere, is ... rge ... n to ... of

Chief Administrative Officer Samantha Sengel

Samantha Sengel Headshot Tile

by Jonathan Sadler — *last modified a month ago*
Samantha Sengel

Size: 136KB

Samantha Sengel Headshot Tile

by Jonathan Sadler — *last modified a few seconds ago*
""

ONE ALBUQUERQUE

WCAG -
Alt Text Cheat Sheet

Graph, or Table

Provide overview of the table as alt text.

If more than two sentences needed, then the alt text must be provided on page – as a link to a separate page, as a table, or as text.

Still describe the general content of the image.

Monthly Interactions Handled

Interactions: Total number of interactions with the Community Contact Center on a monthly basis.


Monthly Community Interactions: Ranges Between 72,000 and 99,000

Month and Year	Number of Interactions
Feb. 2023	72,898
March 2023	80,731

Monthly Call Arrival

by **Jonathan Sadler** — *last modified a month ago*

A bar graph showing the 311 Monthly Call Arrival for the past 12 months showing Call volumes increasing from the 72,898 in Feb. of 2023 to the 90,000s for the warmer months in 2023. Call volumes begin to drop after August 2023 with a low of 77,833 in Nov. and then increase to a high of 98,251 in Jan. 2024.
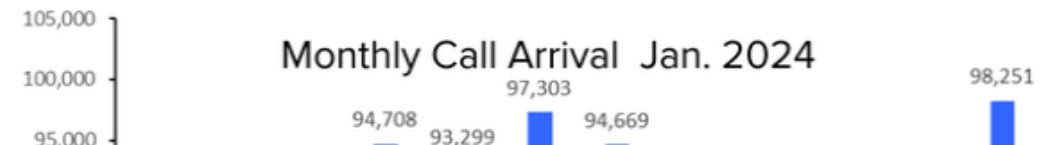
WCAG - Alt Text Cheat Sheet

Map

May be the most useful Alt Text that can be provided

Think of the map as extra

ABQ RIDE Connect SW Mesa Service Area Map

by **Megan Holcomb** — *last modified 7 months ago*

The boundary map of the Southwest Mesa zone for the ABQ RIDE Connect Microtransit service.

Southwest Mesa Service Zone

Boundaries are:

- Central Avenue to Coors Boulevard, Coors Boulevard to Dennis Chavez Boulevard, Dennis Chavez Boulevard to 114 Street.
- Los Estancia Shopping Center and Presbyterian Clinic
- Central/Unser Transit Center

Rio Grande Service Zone

Boundaries are:

- Montaño Road to 4th Street, 4th Street to I-40, Rio Grand Boulevard to Central Avenue, Central Avenue to the Rio Grande River.
- Montaño Transit Center,
- Jefferson Commons neighborhood
- Smith's Grocery on 4th Street
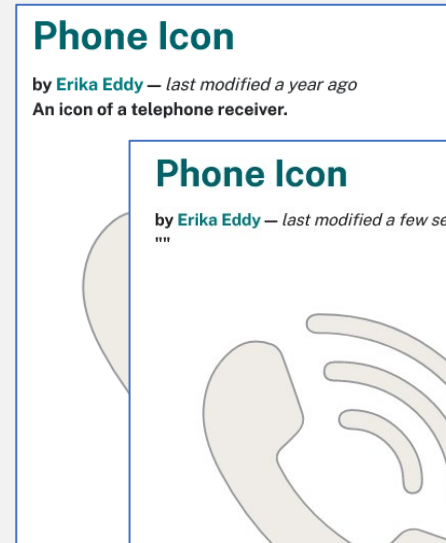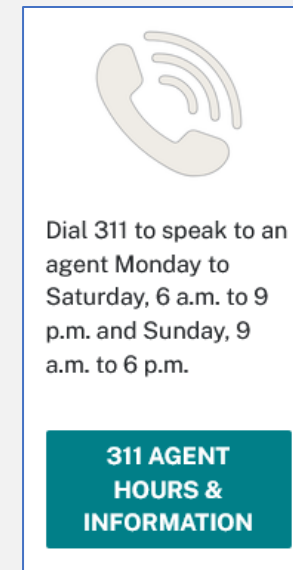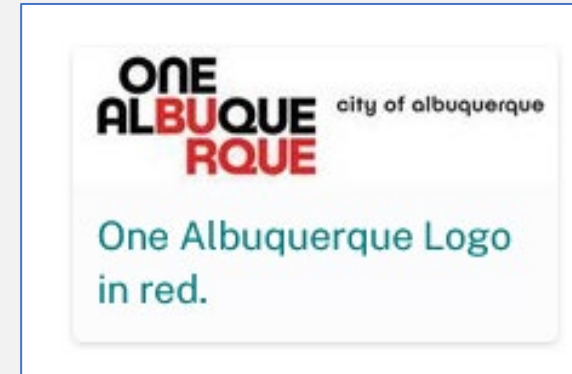
WCAG – Alt Text Cheat Sheet

Logo

Company name

One ABQ Logo

One ABQ Logo in [color]

Icon

Should never convey meaning.
Name of icon or [""]

WCAG – Alt Text Cheat Sheet

News or Event Item
Image meaning is probably on page.
Use caption as alt text.

List all events in a series using text
on the page.

Mayor Keller, APS Students Call for Expansion of School-Based VIP Program

by Erika Eddy — *last modified 3 months ago*
Program successfully disrupts cycles of violence and offers peer support.

December 07, 2023
Mayor Keller, the Albuquerque Community Safety (ACS) department, and

Mayor Keller and three high school students consulting in an indoor setting.

When

Mar 12, 2024
05:30 PM – 07:00 PM

Where

North Domingo Baca Multigenerational Center
7521 Carmel NE
Albuquerque, NM 87113

Description

Join us for Teen Tuesday: Game Night at on
Tuesday, March 12, 2024 from 5:30 to 7 p.m.
at North Domingo Baca Multigenerational
Center.

Join us for board games, multi-player card
games, video games, raffles, and free snacks!

Free with a Department of Senior Affairs
membership. Call 505-764-6475 to sign up.

Contact

Teen Tuesday: Game Night flyer

When

This event has already happened.
Jul 25, 2024
07:00 PM – 10:30 PM

Where

Balloon Fiesta Park South Parking Lot
9201 Balloon Museum Dr. NE
Albuquerque, NM 87121

Description

Drive In Movies!

With Summer of Nonviolence | City of Albuquerque and
Bernalillo County

Join us at Balloon Fiesta Park for free movies and free food
vouchers with completed survey!

**Ghostbusters: Frozen Empire | Thurs.,
July 25**

At the South Parking Lot

**Transformers: Rise of the Beast |
Thurs., Aug. 22**

At the East Parking Lot

Summer of Nonviolence Block Drive

Contact

ACS
acs@cabq.gov
505-768-2000

WCAG – Alt Text Recap

All Images Require Alt Text - Conveys Meaning
Ask yourself, if the image were deleted, what important content would be lost?
Update existing images

Photograph, Informational
   Explain the meaning of the photo, in the context it is used, using one or two sentences.
Photograph, Decorative
   Name the photo or [""]
Logo
   Company name
One ABQ Logo
   One ABQ Logo in [color]
Icon
   Should never convey meaning
   Name of icon or [""]
Headshot
   Name of person

News or Event Item
   Description or provide image. Image meaning is probably be on page
Flyer
   All meaningful text and description of meaningful visual elements must be included on the page or in the alt text.
   Copy/Paste text from flyer creation process
Map, Graph, or Table
   Provide overview of the table as text on page.
   If more than two sentences needed, then the alt text must be provided on page – as a link to a separate page, as a table, or as text.
   Still describe the general content of the image.

ONE ALBUQUERQUE

WCAG – Plain & Robust Language

Clear, Concise & Common
- Avoid jargon & idioms
- 8th grade reading level
- Avoid extra words
- Modified A.P. Style

Robust

Add all needed information.

Behavioral Health Responders (BHRs) | Community Responders (CRs) | Street Outreach Responders (SORs)
Mobile Crisis Team (MCT) Clinicians | Triage Specialists

Behavioral Health Responders (BHRs)

What They Do

Respond to behavioral health crises, chronic mental illness, and situations that need de-escalation or mediation.

Who They Are

- Teams of two trained professionals with experience in behavioral health and crisis intervention.
- Equipped to manage behavioral health crises and connect people to services.

Calls They Handle

Behavioral health crises, suicidal thoughts, disturbances, welfare checks, and more.

WCAG – Formatting

This formatting is required, not optional

- Logical Order
- Headers in order – as many as you need as long as they are in order and begin with Header 2
    - Header 1 is the Title of the page.
    - Header 1 to header 2 is ok.
    - Header 1 to header 3 is not.
- Bullets and numbering only used for lists.
- Do not underline text, underlining is for links only.

See cabq style guide
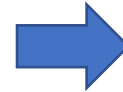
Construction Contact, Process & FAQ

While the City is not performing the construction work, it ensures that all projects are properly permitted and meet required standards.

Private fiber providers are responsible for construction, which will take place over the next few years. Work will is expected to be performed in neighborhoods, side streets, and major roads. primarily within public rights-of-way, including sidewalks, curbs, and property lines. Construction is performed by crews contracted by the private fiber providers and the individual fiber providers are responsible for construction.

This explains what to expect during construction and how fiber internet will improve connectivity across the city.

Construction Support Contact & Information

For questions or concerns regarding construction, please contact the internet service provider directly using the phone number that is on the notification you received. This is to ensure that you receive personalized service from the provider that is working in your area.

- Ezee Fiber 🌐
  505-539-4848
- Gigapower 🌐
  505-420-5195
- Vexus Fiber 🌐
  844-512-5022

Contractor Construction Process

Neighborhood Notice

Before construction begins, fiber providers will notify residents using flyers, door hangers, yard signs, postcards, or street signs. View approved permits on the Fiber Company Public Right-of-way Permit Map.

Markings

Temporary paint and flags may be placed by NM 811 to mark underground utilities. Please do not remove these markings — they prevent accidental damage.

WCAG – Links

Link Text

Link text should be meaningful when read out of context.

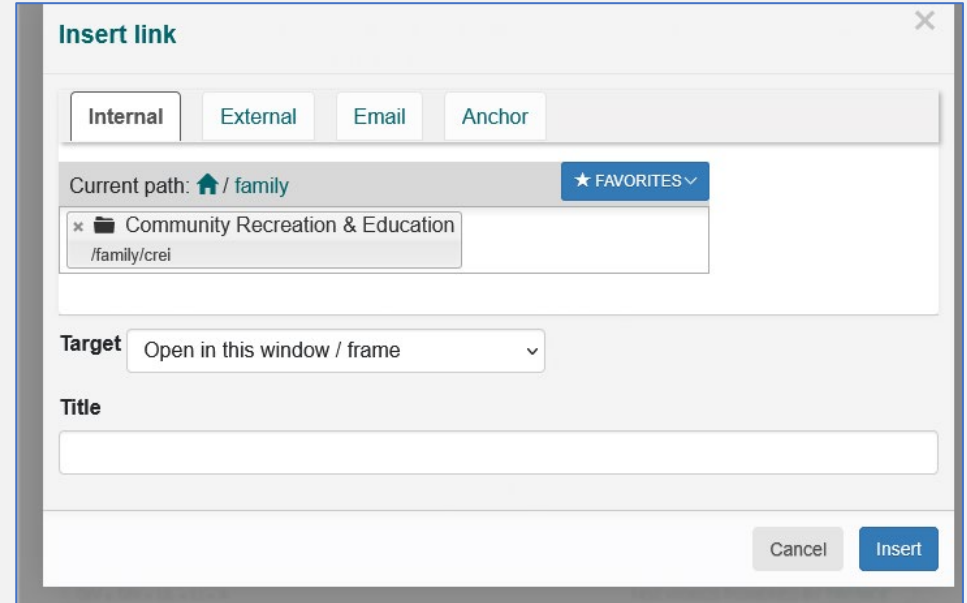Links should be body text, never headers

Context in Link

- Contact the Help Desk
- April 25, 2023
- Zoom link for next meeting

No Context in Link

- ~~Contact the Help Desk~~ here.
- ~~Learn more.~~
- ~~April 25~~
- ~~https://cabq.zoom.us/j/81037XXXX~~

Links - Formatting

Link text needs to be highlighted then added, not copy and pasted from a document. This will break links!

Links - Content

All links must be internal, lead to .gov websites or a direct partner of the City.

The web team manages hundreds of broken links weekly.

We are not replacing google.

Most found of Broken Link Checker are news outlets and links on resources lists.

45	http://planyourride2:8080/
46	https://www.krqe.com/
47	https://www.krqe.com/new-mexicos-cw/
48	https://www.krqe.com/
49	https://www.krqe.com/
50	https://www.krqe.com/new-mexicos-cw/
51	https://www.krqe.com/
52	https://www.krqe.com/new-mexicos-cw/
53	https://www.krqe.com/
54	https://www.krqe.com/new-mexicos-cw/
55	https://www.krqe.com/
56	https://www.krqe.com/new-mexicos-cw/
57	http://www.nmcrisisline.com/contact
58	https://screeningtool.geoplatform.gov/en/
59	https://www.krqe.com/news/albuquerque-metro/albuquerque-community-safety-to-offer-24-
60	https://forms.juvare.com/forms/ee1a199b-b1e6-450d-85de-93efa6a1b998
61	https://forms.juvare.com/forms/ee1a199b-b1e6-450d-85de-93efa6a1b998
62	https://forms.juvare.com/forms/ee1a199b-b1e6-450d-85de-93efa6a1b998
63	https://www.krqe.com/
64	https://screeningtool.geoplatform.gov/en/
65	https://www.hud.gov/program_offices/housing/sfh/fharesourcectr
66	http://www.usfa.dhs.gov/smokealarms
67	https://www.krqe.com/news/politics-government/city-receives-grant-to-install-smart-technol
68	http://www.navajo-nsn.gov/
69	https://forms.juvare.com/forms/849d83da-343e-43a8-9170-292be808413f

Decisions Based on Data

What information do users want to find?

What information do you want to share?

What information are users finding?

Tools
- Analytics – Google & CrazyEgg
- G4 for PDFs
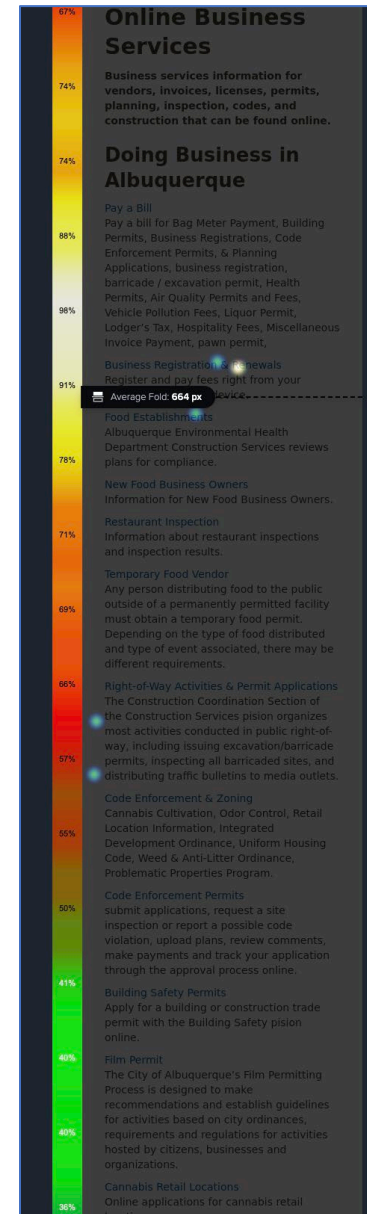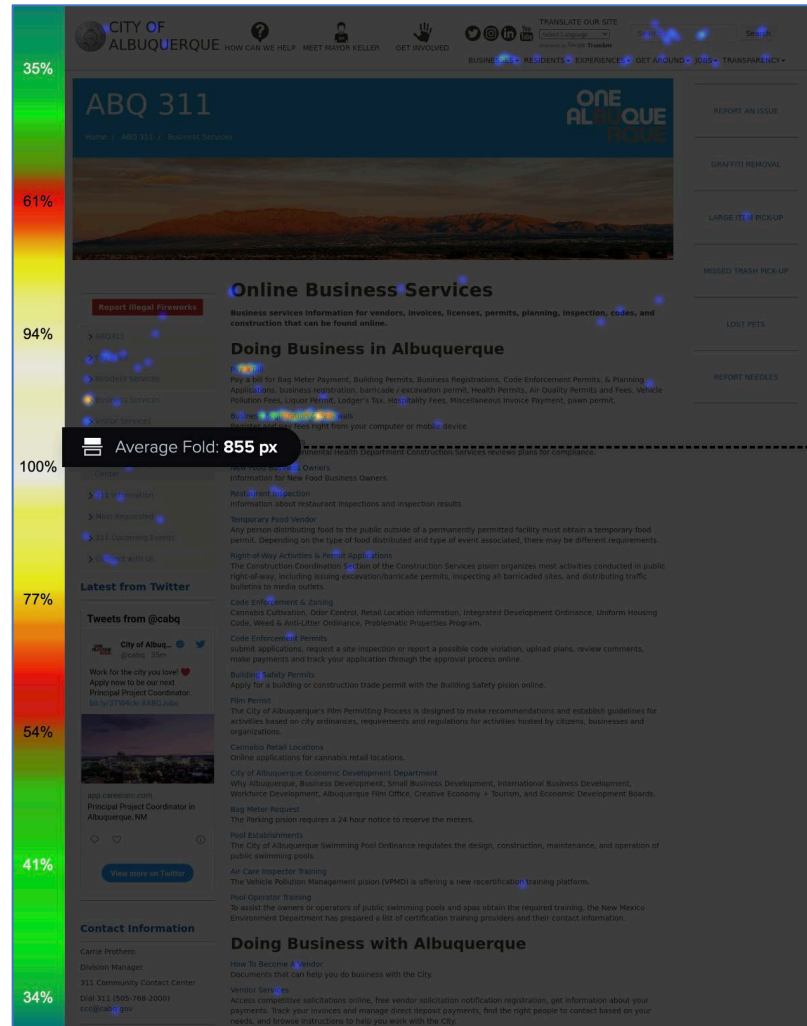- Formatting, content and wireframe – web team and PIOs
- User flow

Google Analytics

- Current & Historical Data
- Bounce Rate
- Overall Numbers
- Number Of Clicks
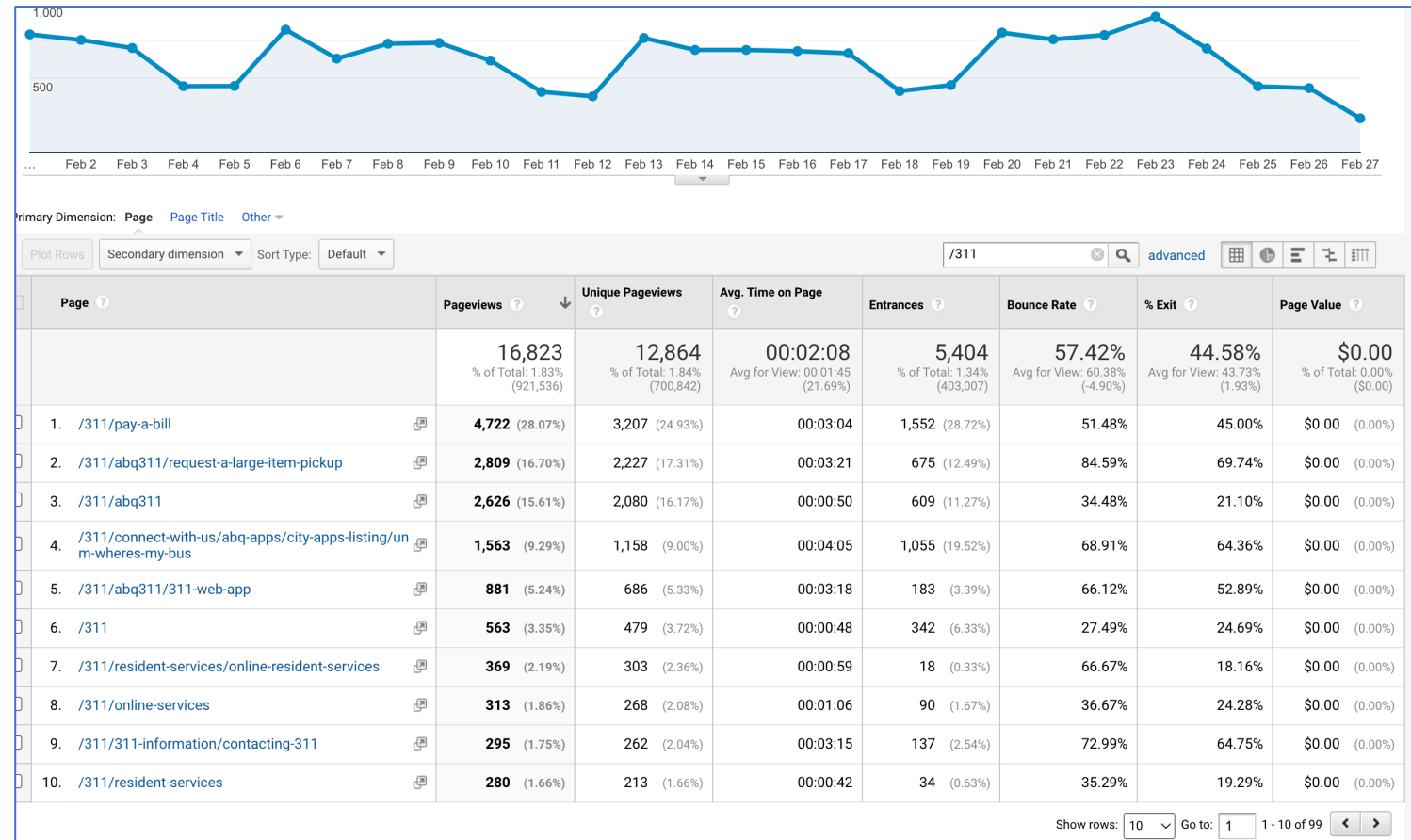
Crazy Egg Analytics

- Not Historical
- Scroll
- Taps
- Interaction on Page

User Behavior, Flow & Planning

Why Do Users Visit cabq.gov? People visit cabq.gov to get something done.

Knowing why users visit your site helps to determine how to organize your information.

Below is some of the most sought information on the website. It shows the task users want to accomplish and the tool they use to do it. Notice that it is **not information about a service** that is needed, but **how** to complete the task and **answers** to questions.

Task: get to work, **tool:** bus routes
Task: go to the zoo, **tool:** hours & tickets
Task: build a porch, **tool:** submit a permit
Task: go for a hike, **tool:** parking info
Task: adopt a puppy, **tool:** view photos
Task: clean up, **tool:** trash schedule
Task: stay healthy, **tool:** air quality report
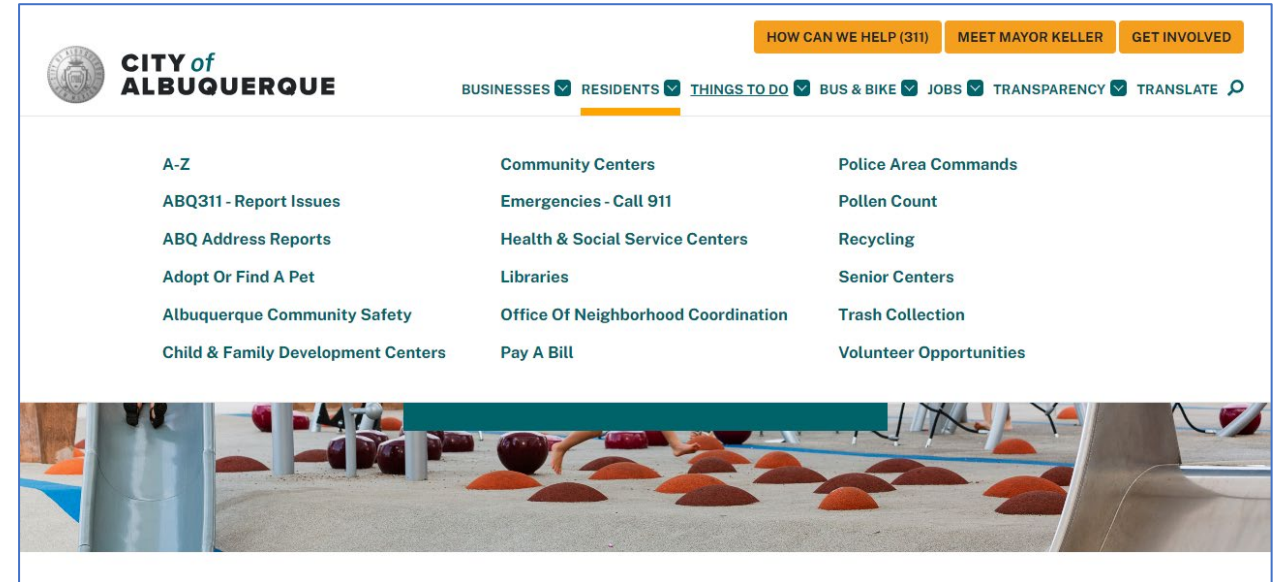
What Makes the Site?

Formatting Tools
- Section blocks
- User flow: navigation of folders and pages
- Wireframe: layout of pages
- Content: words, images, icons, buttons, boxes, lines, bullets, and numbering.

Function over form
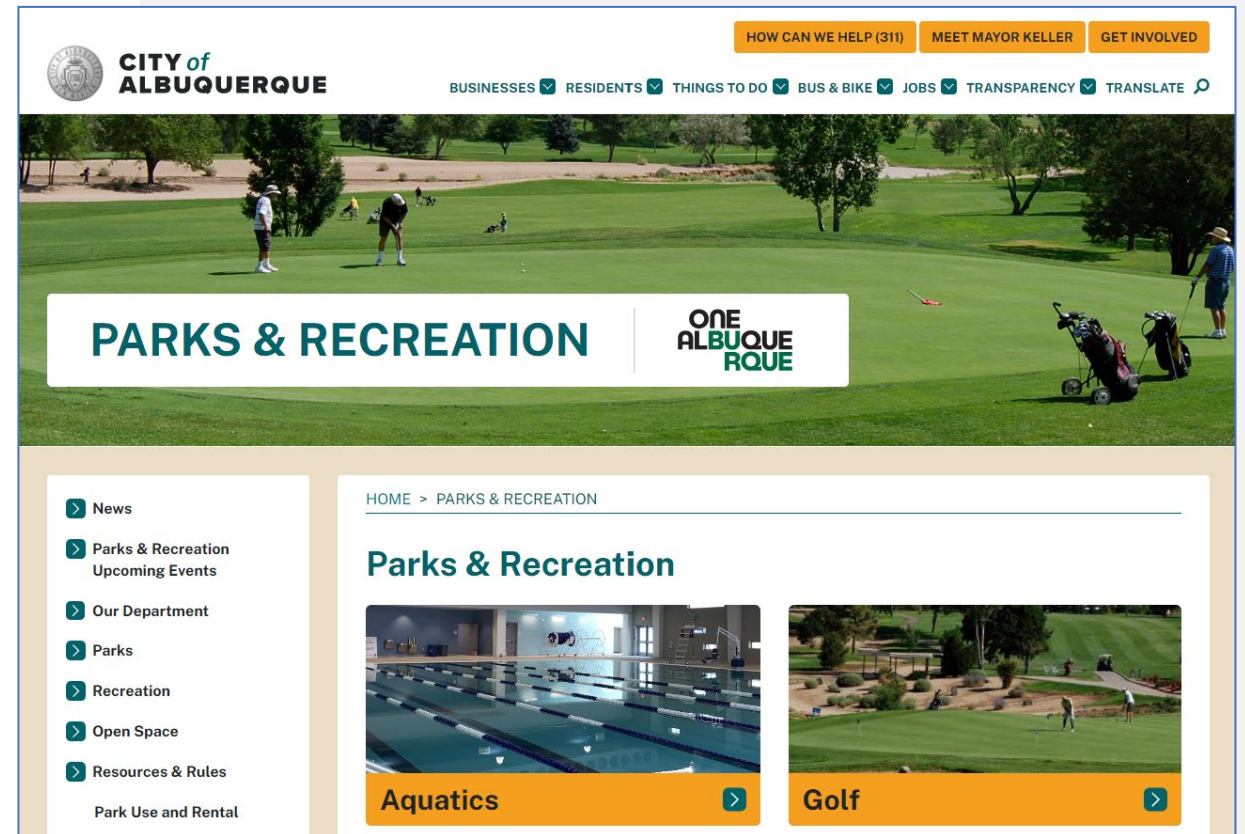
Section Blocks

Section Blocks
- Serve as a table of contents
- Can be added to any folder
- Must be created and edited by web team

Landing Page
- Header image
- Text below department name
- SEO!

ABQ 311

HOME > ABQ 311

311 Community Contact Center

Report issues, request service & ask questions with ABQ311, the City of Albuquerque's Community Contact Center.

REPORT ILLEGAL FIREWORKS

- ABQ311
- Pay a Bill
- Resident Services
- Business Services

Save   Cancel   Properties   Layout   Format ▾   Insert ▾

Info You are editing the default view of a container. If you wanted to edit the container itself, go here.

311 Community Contact Center

Report issues, request service & ask questions with ABQ311, the City of Albuquerque's Community Contact Center.

...

Page Formatting

Columns
Images
Boxes
Buttons
Imbedding

Coming soon ...Accordions