

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

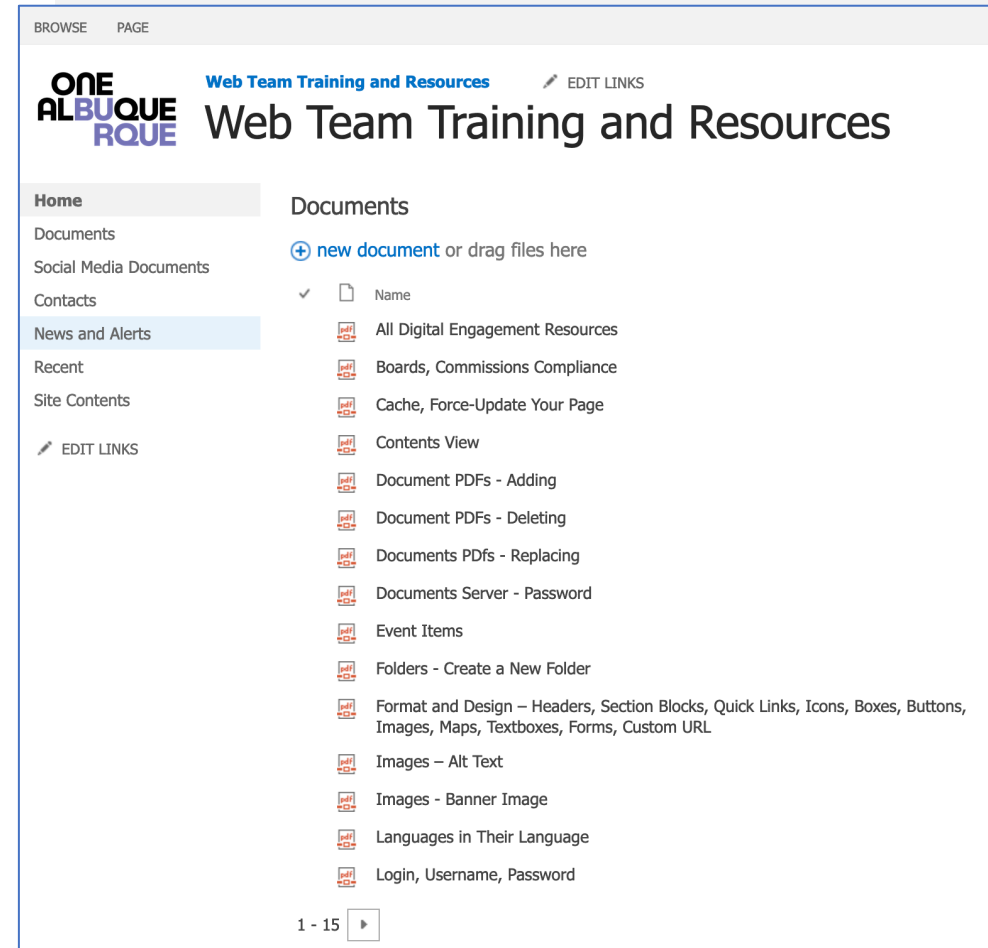
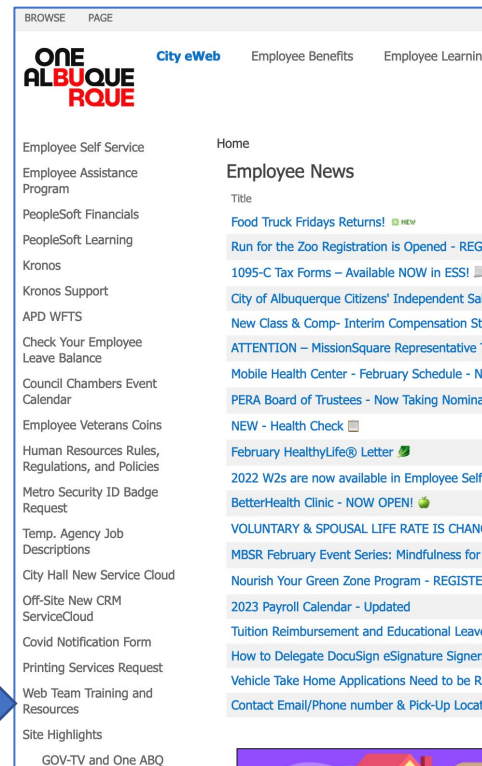


- www.cabq.gov Overview
 - Annual Training Purpose & Our Responsibility to All Users
- Web Content Accessibility Guidelines - Overview & Screen Readers
 - WCAG – PDFs, Alt Text, Plain & Robust Language, Formatting, Links
- Link Formatting & Content
- Decisions Based on Data
 - Google Analytics & Crazy 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

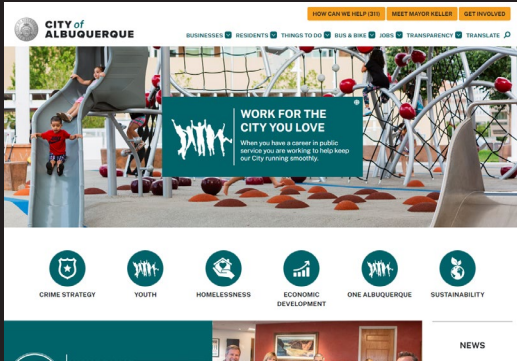


Your Power to Reach Thousands

- 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.

	 RUN FOR THE ZOO Run for the Zoo has events for all ages and fitness levels, including a Half Marathon, 10K Timed, 5K Timed, 5K Fitness, and a 1 Mile Fun Run/Walk that travels through the back of the Zoo.	AMERICANS WITH DISABILITIES ACT ORDINANCES & RESOLUTIONS
 SPRING IN ALBUQUERQUE Spring is here, explore Albuquerque's rainy day and outdoor activities!		
	 ONE ALBUQUERQUE IN ACTION Progress on the Keller Administration's top priorities.	

Our Responsibility to All Users



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.

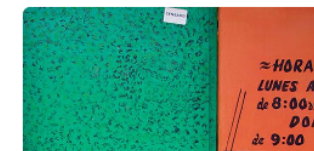
Public: all current public information, or how to receive information from the City, should be posted to the website.

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 equitable access to city information. 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 Albuquerque is committed to ensuring access to city information in the most common languages spoken by its diverse population. To translate the most vital documents and forms we use. However, there is new information on our City website, and for that, we must rely on Google Translate. Although not perfect, Google Translate is getting better. This help page provides basic instructions and a disclaimer. Below, we give you information for how to ask the City of Albuquerque municipal government for an interpreter or for specific documents to be translated. There is no charge for interpretation or translation of City of Albuquerque government information. We also list community-based resources for interpretation and translation. For more information about the city's Language Access Policy, please visit these pages: [R-21-231 Language Access Policy](#)





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

[HOME](#) > [ABOUT YOUR CITY WEBSITE](#) > [NON-DISCRIMINATION CLAUSE](#)

Non-Discrimination Clause

View the City of Albuquerque's Non-Discrimination Clause.

The City of Albuquerque complies with applicable federal, state, and local civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, religion, ancestry, sexual orientation, gender identity, spousal affiliation or sex.

[Learn more about discrimination and avenues for resolving discrimination claims.](#)

Cláusula de No Discriminación

Ver la Cláusula de No Discriminación de la Ciudad de Albuquerque

La Ciudad de Albuquerque cumple con las leyes federales, estatales y locales de derechos civiles vigentes y no discrimina en base a raza, color, origen nacional, edad, discapacidad, religión, ascendencia, orientación sexual, identidad de género, afiliación conyugal o sexo.

[Infórmese más sobre la discriminación y las opciones para resolver reclamos de discriminación.](#)

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.



Outreach Events



Photograph, Decorative

Name the photo or [“”]



Business Services



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 Multi-Gen Center
7521 Carmel Ave NE 87113

Free

Teens only ages 12-18

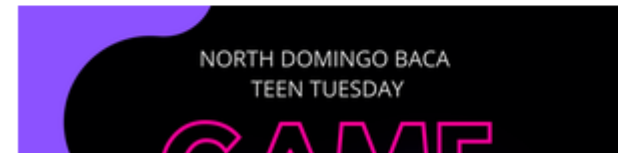
Free with a Department of Senior Affairs membership. Call 505-764-6475 to sign up.

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.



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 aucracy with energy and

Samantha Sengel Headshot Tile

by Jonathan Sadler — last modified a month ago
Samantha Sengel



Size: 126KB

Samantha Sengel Headshot Tile

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



Size: 126KB



Chief Administrative Officer
Samantha Sengel

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.



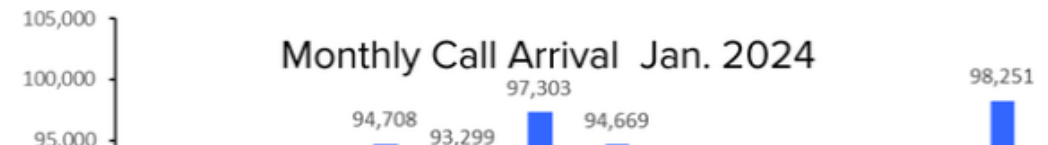
Monthly Community Interactions: Ranges Between 72,000 and 99,000

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:

- Montañito Road to 4th Street, 4th Street to 1-40, Rio Grande Boulevard to Central Avenue, Central Avenue to the Rio Grande River.
- Montañito Transit Center,
- Jefferson Commons neighborhood
- Smith's Grocery on 4th Street



WCAG – Alt Text Cheat Sheet



Logo

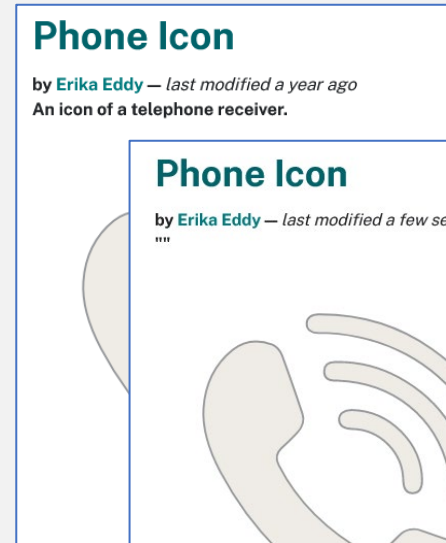
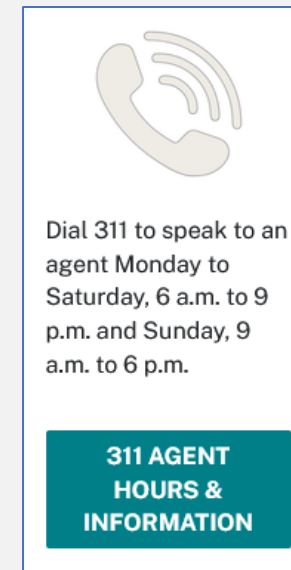
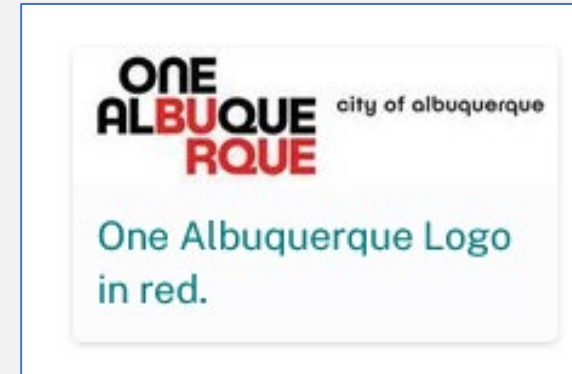
Company name

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.



Teen Tuesday: Game Night flyer

Contact

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



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.

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 be 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

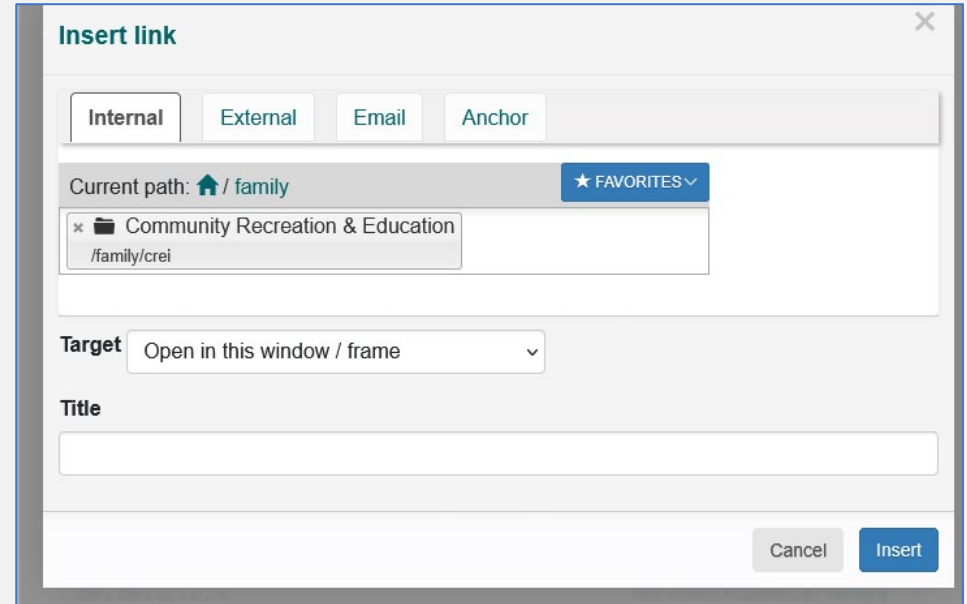
- [Contact the Help Desk](#)
- [April 25, 2023](#)
- [Zoom link for next meeting](#)

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!



The screenshot shows a modal dialog titled "Insert link" with a close button (X) in the top right corner. The dialog contains several sections:

- Link Type:** A row of four buttons: "Internal" (selected), "External", "Email", and "Anchor".
- Current path:** A text field showing a home icon followed by "/ family". To the right is a blue button labeled "★ FAVORITES ▾".
- File Explorer:** A list box showing a folder icon, the text "Community Recreation & Education", and the path "/family/crei".
- Target:** A dropdown menu with the text "Open in this window / frame" and a downward arrow.
- Title:** An empty text input field.
- Buttons:** At the bottom right, there are two buttons: "Cancel" and "Insert".

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://planyourmove2.8080/
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.juvar.com/forms/ee1a199b-b1e6-450d-85de-93efa6a1b998
61	https://forms.juvar.com/forms/ee1a199b-b1e6-450d-85de-93efa6a1b998
62	https://forms.juvar.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/fhairesourcectr
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.juvar.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?

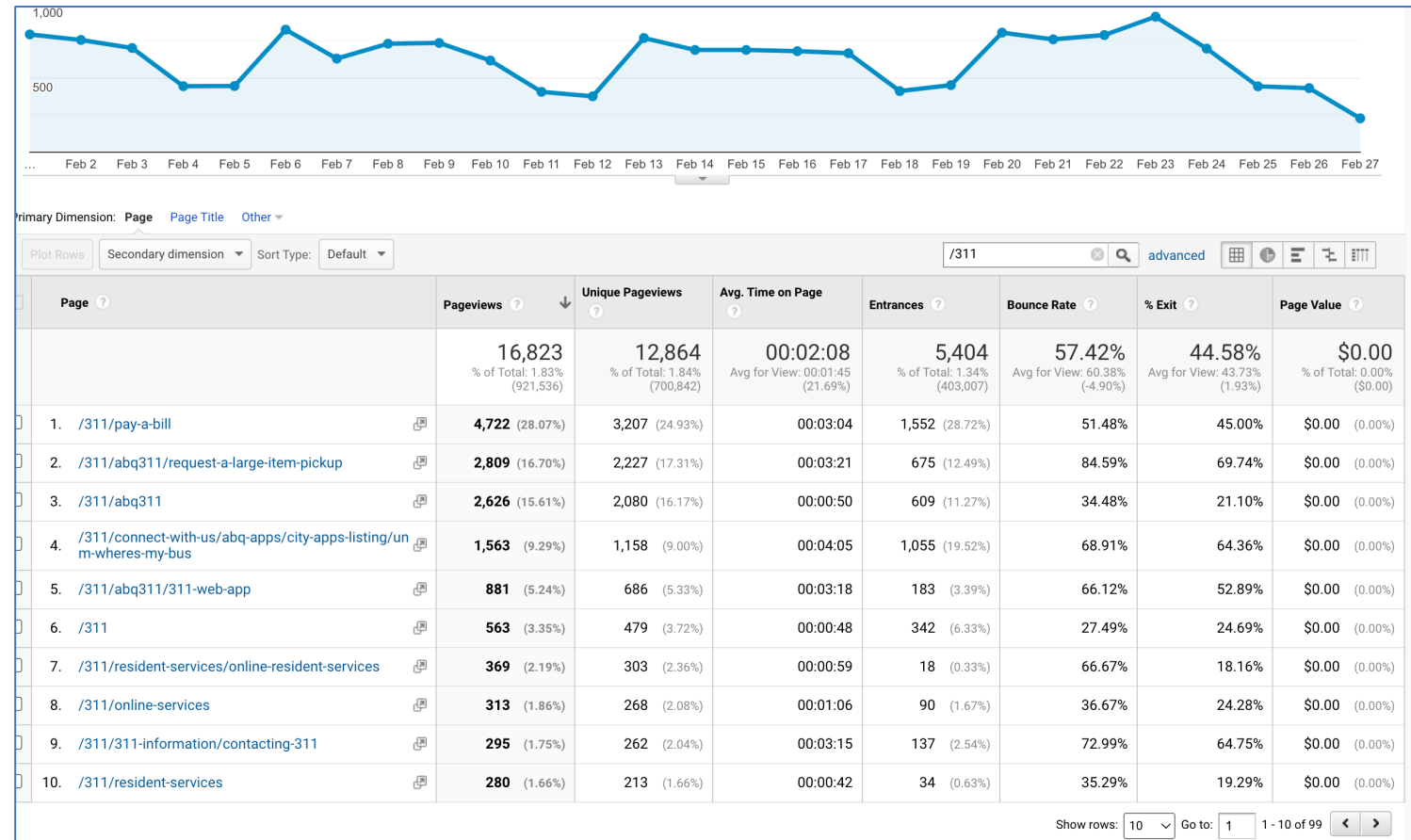
What information are users finding?

Tools

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

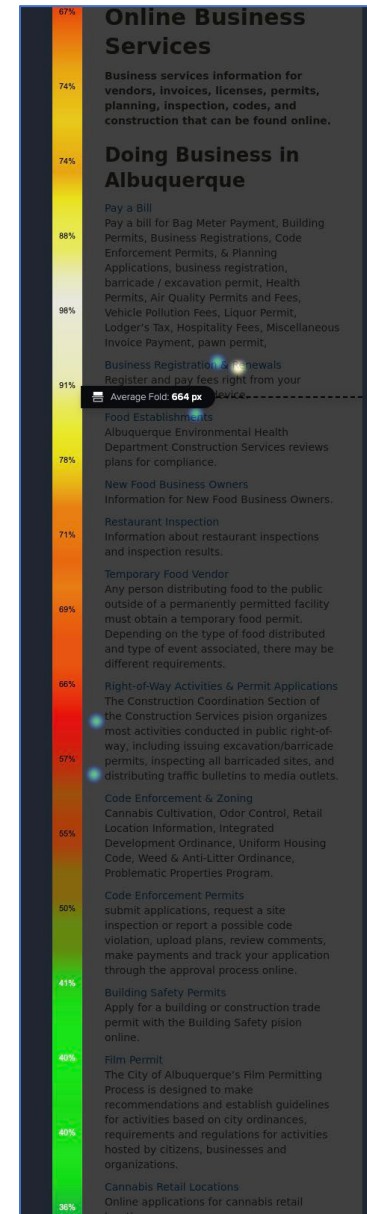
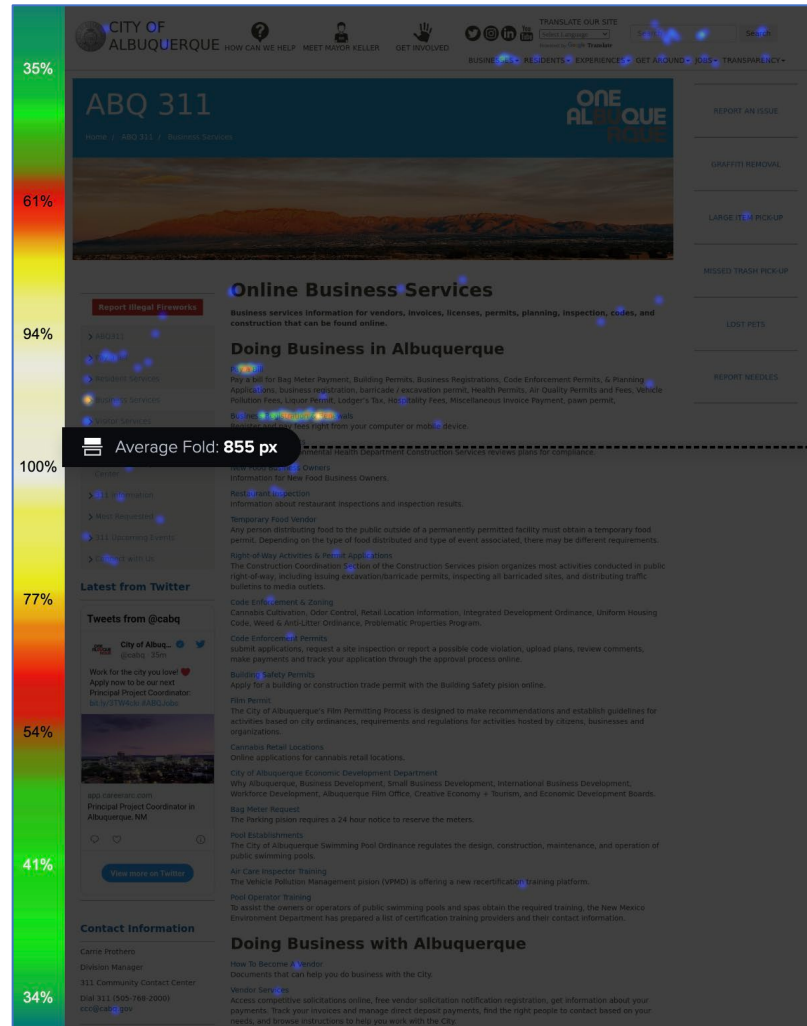
Google Analytics

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



Crazy Egg Analytics

- Not Historical
- Scroll
- Taps
- Interaction on Page



ONE
ALBUQUE
RQUE

User Behavior, Flow & Planning

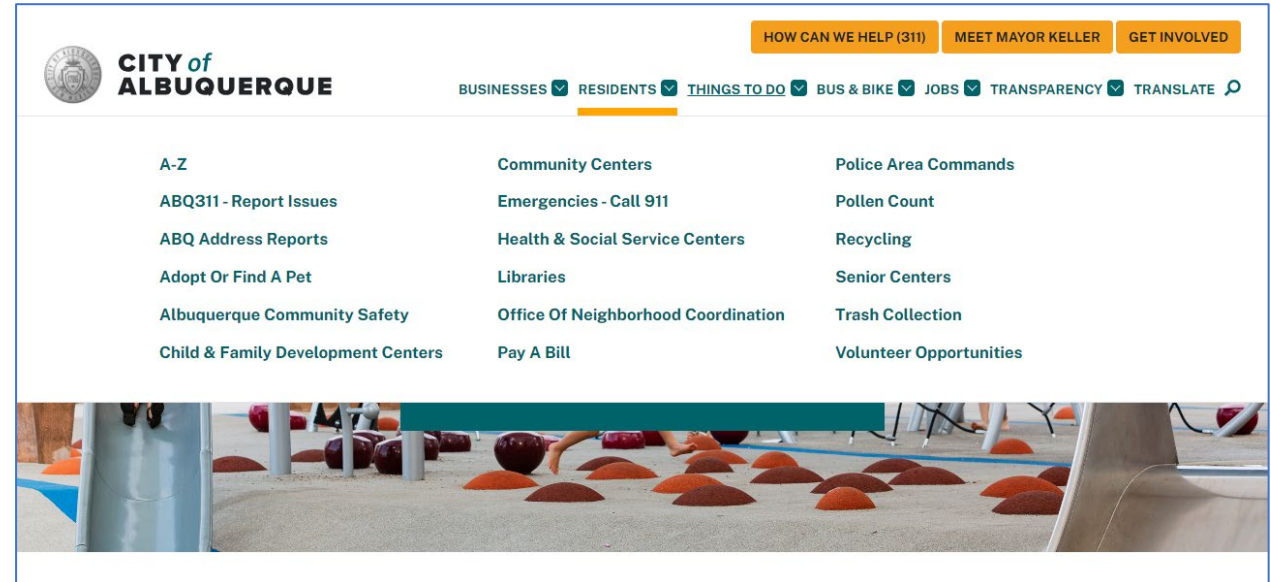


Why Do Users Visit cabq.gov? People visit cabq.gov to get something done.

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



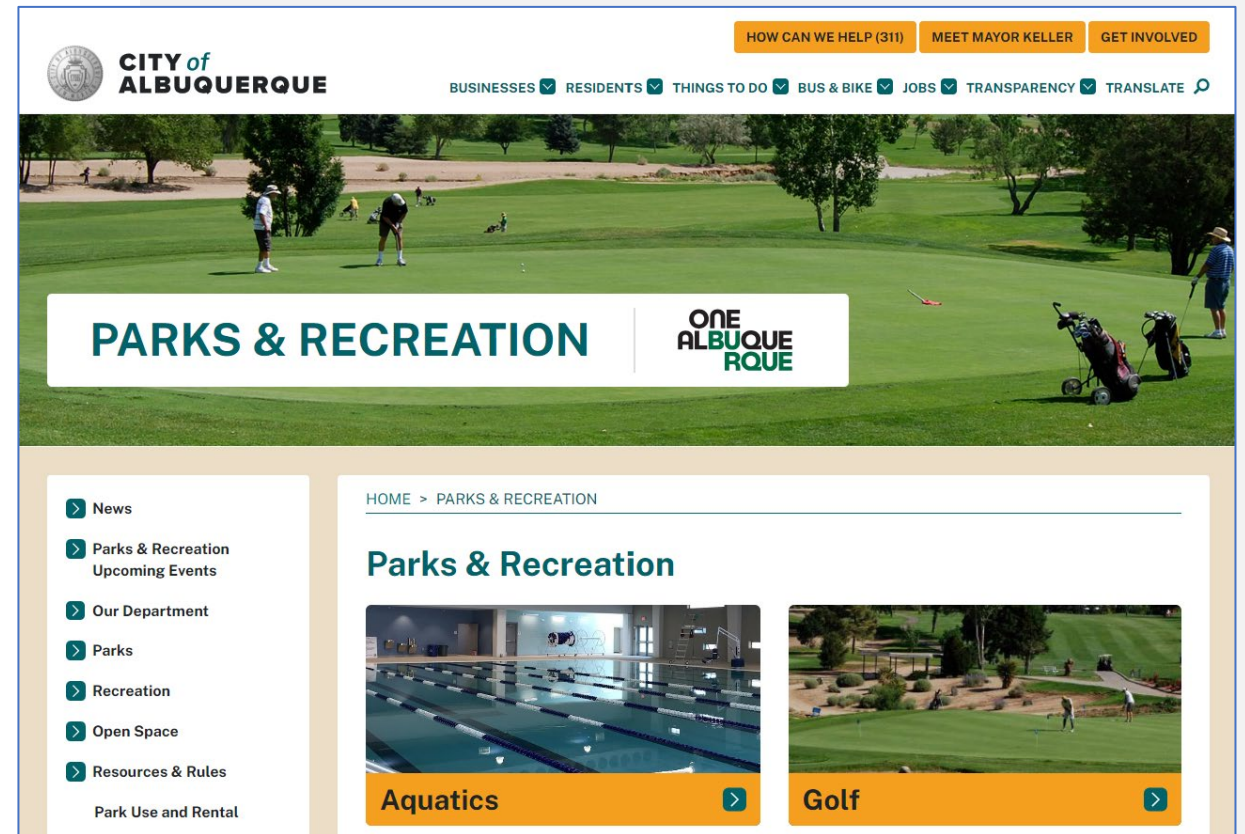
What Makes the Site?



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

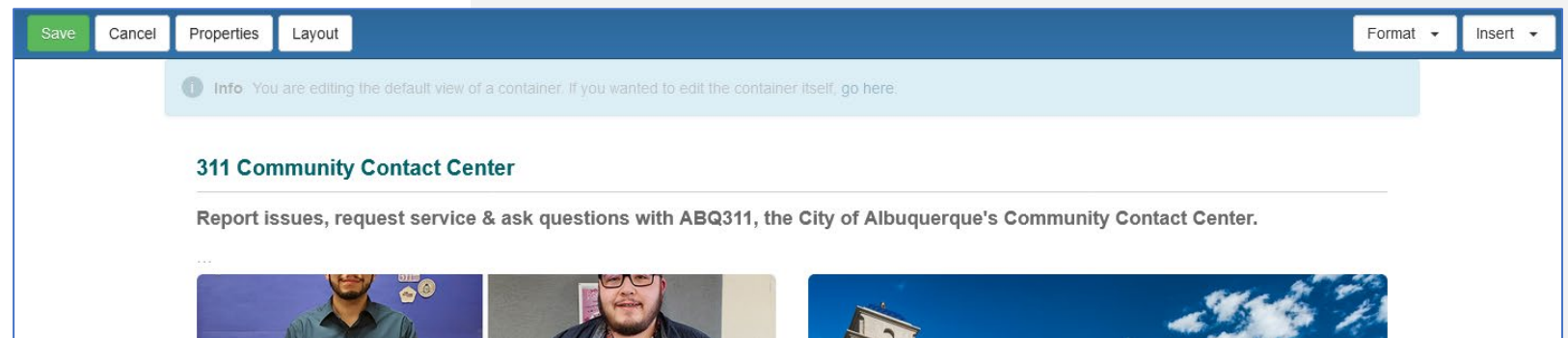


Section Blocks

- 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!



Page Formatting

Columns
Images
Boxes
Buttons
Imbedding

Coming soon ...Accordions

corn
ties

Shuttle
agency

ness

ation

Understanding Homelessness as a Housing Issue

Affordability

Rent and home prices have risen in Albuquerque, especially since the pandemic. Lack of affordable housing development and income inequality compounds this problem. When people lack a strong safety net, losing a job, high medical expenses, or other unforeseen economic hardships can easily lead to homelessness.

Equity

Generational discrimination and disparity in who has access to housing has led to people of color making up a disproportionate share of the unhoused population relative to their census data in Albuquerque. We are still working to repair the historical trauma that has left our Native American population underserved and provide pathways to housing and home ownership for all marginalized groups.

Health

Physical and mental health challenges, including addiction, can be the result of or compounded by homelessness. We know that half of people experiencing homelessness have serious mental illness and 45% have a substance use disorder. The longer someone remains unhoused, the more help they will likely need to keep their housing.

Priorities and Initiatives

Our Budget

Initiative	Budget Percentage
Emergency Shelter	20%
Supportive Housing Vouchers	48%
Meals	7%
Encampment Outreach and Clean-up	5%
Access to Health Care and Treatment	21%
Job Training	0.6%
Eviction Prevention	0.4%
Transportation	3%

City of Albuquerque's Homelessness Response Budget

Emergency Shelter: 20% of the budget.
Supportive Housing Vouchers: 48% of the budget.
Meals: 7% of the budget.
Encampment Outreach and Clean-up: 5% of the budget.
Access to Health Care and Treatment: 21% of the budget.
Job Training: 0.6% of the budget.
Eviction Prevention: 0.4% of the budget.
Transportation: 3% of the budget.

GATEWAY CENTER

EMERGENCY SHELTER

STREET OUTREACH

MEALS

TRANSPORTATION | HOUSING | ECONOMIC DEVELOPMENT | LONG LASTING IMPACT | ADVANCEMENT OF CITY GOALS

PARTNERS | ACCOLADES | RESOURCES

Anticipated Timeline

Groundbreaking - Summer 2025
Fully Operational - Spring 2028

Stage I: Pre-Development

30% Design Complete

Stage II: Construction

Site_Prep_0% Vertical_Construction_0%

Transportation

Transit Plaza for quick connectivity across Albuquerque

Uptown Connect brings people to transit. The project will transform the aging and isolated transit center with a bustling transit plaza as the centerpiece of a mixed-use development. This important node in the transit system connects to the ART system and eight other bus routes, by which the community can reach nearly anywhere in the City in an hour or less.

The Uptown Transit Center will be activated in a new and improved way through the addition of commercial services and housing. Uptown