



City of New Bedford
Jonathan F. Mitchell, Mayor

City of New Bedford
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P R E S S R E L E A S E

City of New Bedford Website Receives Award

www.newbedford-ma.gov

New Bedford, Massachusetts –The Massachusetts Municipal Association (MMA) has presented the City of New Bedford with the 2015 Municipal Website Award.

The award was announced at the MMA annual meeting on Saturday, January 24, 2015. The MMA provides the annual award to recognize localities that have developed websites which display excellence in customer service, functionality, convenience and government transparency. The award program employs nine evaluation criteria:

- Clear branding as the official municipal site
- Intuitive navigation tools and organization of material
- Robust search function
- Timely information
- Availability of public records
- Functionality, interactivity and convenience
- Information about departments (e.g., key personnel, contact information, office hours, and department mission or purpose)
- City/town hall address and hours
- Visual appeal and overall experience

The redesigned City website was unveiled in 2014, and included significant improvements in its appearance and functionality. In its presentation, the MMA congratulated the City of New Bedford on its efforts in “making this website an effective tool for your community.”

Mayor Jon Mitchell praised the City’s Management Information Systems Department for spearheading the redesign effort and exemplifying the core value of “teamwork” by working closely with every city department to customize page content and layout. “This was a large project and required tremendous teamwork to be successful. It is so important that our online presence reflects the best of New Bedford and I am pleased that we have an award-winning website that is as vibrant and appealing as our city,” said Mayor Jon Mitchell.

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