Department of
Civic Things

People-centered government websites and digital services

Serve your community in the digital age.

People want more digital services

They want to interact with your agency online, easily, and quickly. Your website is the foundation of your customer service. If your services are easy to understand and information is accurate, you'll save time and build trust.

Who we serve

City and town managers, IT managers, public information officers, analysts, City clerks, and more.

Strategy   **Culture**   **Implementation**   **Training**

Services

Strategy
- Content and communications
- Software procurement
- Technology services and support

Culture
- Team agreements
- Guiding principles, values, and purpose
- Change management

Implementation
- Design, test, launch new websites and services
- Content audit
- Content creation

Training & coaching
- Plain language writing
- Content design
- Product management and continuous improvement

Make things easy to understand

Plain language writing is a skill, and most governments don't do it well. We focus on content that is clear, straightforward, and concise. When people easily understand, you save their time and yours.

Service-centric websites

People come to your website to accomplish tasks. They want or need to do something. We apply product principles to your services so they're easy to find and understand. (And no longer things people dread or avoid.)

Every city deserves a great website

About 85% of cities in America have fewer than 25,000 residents, and 76% have fewer than 5,000. With tiny budgets and few staff, many of these communities feel left behind when it comes to digital services. We work with cities and towns of all sizes.

What is a thing?

'Thing' or 'ting': a Norse form of local, democratic governing. The people of a village would gather to discuss matters and everyone could voice their opinions.

What are civic things?

Civic things are the elements of our communities that we need and love:

- Services and programs
- Amenities and infrastructure
- Ideas and governance

We believe these things should work for everyone in the community. As the needs of a community change over time, so must civic things.

We help you care for and evolve your civic things.