



PRESS RELEASE

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For Immediate Release

Date: November 3, 2011
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New Berlin Recognized Amongst the Most Advanced Digital Cities in America by Center for Digital Government

Mayor Jack F. Chiovatero announced today that the City of New Berlin has been ranked among the most advanced digital cities in America according to the Center for Digital Government's 10th anniversary Digital Cities Survey. The top 10 cities are selected in four different population categories. The cities chosen in each category were picked from hundreds of municipalities taking part in the survey. The survey recognizes municipalities that successfully use technology to better serve constituents and conduct government operations despite current fiscal constraints.

"New Berlin once again is on the cutting edge of open government. This national recognition of our fine City is the result of a collaborative effort across City departments. Lower staffing levels and tighter budget constraints bore the need for creativity and innovation. The desire of our staff to not only maintain but enhance citizen communication, during these difficult economic times and beyond, was the driving force propelling our technological initiatives. Digital Capability has always been the City's focus in an effort to move towards a more cost-efficient and labor-saving environment," said Mayor Chiovatero. "I am proud to accept this well-deserved recognition on behalf of the City of New Berlin and commend our resourceful staff for their dedicated efforts."

"Cities that are investing in technology are capturing cost savings that are critical to continuity of operations and their ability to meet higher demand for services," said Todd Sander, director of Digital Communities. "The highest-ranking cities in the survey showed great strides in consolidating, enabling shared services, government transparency and communications interoperability. We applaud these innovators as they work in the spirit of collaboration to provide extraordinary value to constituents despite budget setbacks."

The award recognizes New Berlin for results achieved through the use of technology in the following areas:

- **Government Transparency:** The city has installed a legislative management computer system that allows anyone access to the same set of documents elected officials use to make decisions. In addition, the system provides live audio/video web streaming of all major boards, committees and commissions as well as on-demand access to past meetings.

- Citizen Engagement: New Berlin has implemented a much more user-friendly website with all commonly used tools placed on the main page. The system also allows interested individuals the ability to sign up for email or text messages notifying them of announcements, press releases, meetings or emergencies.
- Environmental Consciousness: Through several efforts, the city has reduced consumables use and electrical consumption. Through the building of a virtualized server farm (or servers within a server), the city has reduced electrical requirements and cut hardware spending. In addition, the city has reduced paper and supply costs more than 30% through the use of automated workflow systems lowering the need for paper shuffle between departments.

For the remainder of 2011 and 2012, the city has plans to eliminate paper for most Common Council items. It also will continue its engagement efforts through social media and increased website services. In addition, the city's personnel applicant tracking and workforce management will be automated and hosted through a "Cloud-based" service. The police department is hoping to deploy a set of web-based services allowing some non-emergency issues to be reported online. Some police reports will be offered through the website, as well.

The Top-10 Digital Cities (population 30,000-74,999) Ranking:

- 1st – Eden Prairie, Minn
- 2nd – Carson City Consolidated Municipality, Nev.
- 3rd – North Port, Fla
- 4th – Danville, Va.
- 5th – Jupiter, Fla.
- 6th – Schaumburg, Ill.
- 7th – Fayetteville, Ark.
- 8th – Town of Manchester, Conn.
- **9th – New Berlin, Wis**
- 10th – Town of Flower Mound, Texas