



City of Cambridge

20.

IN CITY COUNCIL

August 4, 1997

- COUNCILLOR TRIANTAFILLOU
- VICE MAYOR BORN
- COUNCILLOR DAVIS
- COUNCILLOR DUEHAY
- COUNCILLOR GALLUCCIO
- COUNCILLOR REEVES
- MAYOR RUSSELL
- COUNCILLOR SULLIVAN
- COUNCILLOR TOOMEY

WHEREAS: The FY98 City Budget includes plans and funding for development of public information program for the City to communicate information to city residents; and

WHEREAS: The City of San Antonio has received much positive feedback from residents on its new communication effort called "The Showcase of City Programs, of which a description is attached;" now therefore be it

ORDERED: That the City Manager be and hereby is requested to direct the appropriate staff to research San Antonio's new public communication program "The Showcase of City Programs," and to report back to the City Council as to whether this program or something similar could and should be incorporated into Cambridge's new public information program; and be it further

ORDERED: That this report be provided to the City Council no later than October 27, 1997, along with a detailed progress report on implementation of Cambridge's new public information program.

In City Council August 4, 1997

Adopted by the affirmative vote of nine members.

Attest:- D. Margaret Drury, City Clerk.

A true copy;

ATTEST:-

D. Margaret Drury
City Clerk

KT

20

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Whereas: The City of San Antonio has received much positive feedback from residents on its new communication effort called "The Showcase of City Programs"; now therefore be it ~~ordered~~
~~that~~

Ordered: That the CM be and hereby is requested to direct the appropriate staff to research ~~the~~ ^{and make} San Antonio's new ^{public communication} ~~public relations~~ program "The Showcase of City Programs," and to report back to the City Council as to whether this program or some ^{thing} similar ~~to~~ could be incorporated into ~~the~~ Combridge's new public ~~information~~ program, ^{and be a further} ~~and be a part~~ ~~of~~

Ordered: That this report be provided to the City Council no later than October 27, 1997, along with ^{a progress report} ~~an~~ ~~update~~ ~~and~~ ~~report~~ ^{implementation} ~~on~~ ~~part~~ of Combridge's new public information program.

San Antonio

from page 1

services that are provided by the city of San Antonio."

The "City Hall in the Mall" program provides information, education, and direct services to the citizens at four malls in each sector of the city. It also will be featured during the 8th annual Citywide Neighborhood Conference, an event that attracts dozens of neighborhood and homeowner associations.

The malls are willing partners in this effort to reach people close to home. Mall merchants donate gifts for a free drawing, and citizens who stop by the booths register for the drawing and fill out a questionnaire about the Showcase.

"One of the criticisms of government is that it is often seen as a faceless, insensitive institution that doesn't connect with its citizens. This Showcase demonstrates that a big city can and does touch its residents in a very positive and caring way," Briseño said.

While visiting their favorite mall, citizens can fill out pothole repair request forms, get library cards and immunization records, receive recycling information, and learn CPR techniques.

Citizens also have the opportunity to put a face with their code compliance officers, health department workers, and other employees who provide valuable city services 365 days a year.

Staff from many of the 23 departments represented at the Showcase talk to citizens one-on-one, offering information about everything from the expansion of the city's convention center to programs for at-risk senior citizens.

"The friendly and relaxed atmosphere of the mall allows staff and citizens to interact on a very personal level," says community relations director Tony

Bosmans. "City employees take pride in delivering quality customer service and the Showcase gives them an opportunity to share information and also find out what citizens really think, need, and want."

Visitors to the Showcase also are treated to live entertainment by "Backdraft"

and "Alamo City Heat," San Antonio's fire department and police department bands. Fire department personnel roll out fire trucks, EMS units, and fire-fighting equipment to the mall parking lot and perform rapping demonstrations for citizens. The police department fingerprints children and takes snapshots of them sitting on the police chief's bicycle.

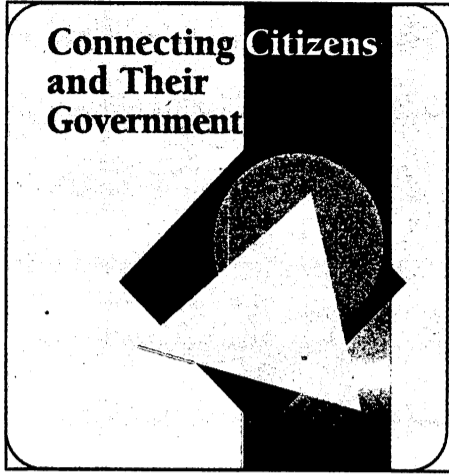
"This is another example of how cities are finding new ways to communicate and connect with citizens," says NLC President Mark Schwartz. "This

sends a clear message that the city of San Antonio cares about and listens to its customers."

The malls are willing partners in this effort to reach people close to home. Mall merchants donate gifts for a free drawing, and citizens who stop by the booths register for the drawing and fill out a questionnaire about the Showcase.

Citizen response to the Showcase and to the city staff who operate it has been very positive. More than 92 percent of residents responding to the questionnaire said they found the Showcase valuable and felt that

Connecting Citizens and Their Government



Gloria Hernandez discusses city programs for seniors.

it was an excellent service to the community.

"Friendly people and helpful information," "Professional representatives," "Very informative and very courteous workers," are some of the comments citizens have made about city staff.

Details: Tony Bosmans, phone, (210) 207-3312; fax, (210) 207-7237; e-mail, tbosmans@ci.sat.tx.us.

Jody Mayes Garcia is a public information officer for the city of San Antonio.

Connecting Citizens and Their Government

KT
2/1/97

Citizens Love San Antonio's 'Showcase of City Programs'



Citizens crowd around for information on city services.

Congress of Cities Innovation Hits the Road

by Jody Mayes Garcia

Imagine living in a place where residents are telling their city government: "I like what you're doing for our city," "The city is on the ball," "Great to find so much information in one location," and "Great job, learned a lot, thank you for your efforts."

Those are just a few of the accolades that San Antonio—the nation's ninth largest city—has earned from citizens since launching a new

communication effort called "The Showcase of City Programs."

The Showcase, a 20-booth exhibit, was originally created to feature San Antonio's most innovative and creative programs during the National League of Cities conference in December, 1996. City Manager Alexander E. Briseño received so much positive feedback on the Showcase that he felt it would be valuable to take the Showcase on the road directly to the citizens.

"This is all about making city services more accessible," said Briseño. "We're very excited to meet many of the citizens we serve every day and to show them a cross-section of valuable

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Consent Order #20

Entire
memb.
CM-446

Councillor Triantafillou re: Research
San Antonio's new public communication
program "The Showcase of City Programs."

In City Council August 4, 1997

ORDER ADOPTED