



City of Cambridge

Committee Report #8

IN CITY COUNCIL

June 5, 2000

COUNCILLOR DAVIS

ORDERED: That the City Manager be and hereby is requested to provide information to the Committee as to how a focus group and community survey can be structured, along with cost estimates.

In City Council June 5, 2000.

Adopted by the affirmative vote of nine members.

Attest:- D. Margaret Drury, City Clerk.

A true copy;

ATTEST:-

A handwritten signature in cursive script that reads "D. Margaret Drury".

D. Margaret Drury
City Clerk

information capacity can be used to get the message out, the web, Cable, print, radio. Also needed is some special consideration of the purposes of the Internet web site.

Mr. Healy noted the logistical aspects of public information coordination, for example, accessing information outlets in the early morning hours.

Mr. Rossi emphasized that Cambridge has the systems in place and administrative staff who are interested in the issue. The City Council can provide the policy guidance.

Councillor Braude stated that his hope is for a collaborative process. He then explained the welcome wagon concept – to welcome new residents, to reach out to them, to welcome them to the City and encourage their involvement and participation in civic life.

Ini Tomeu distributed a chart on unified public information and welcome-wagon ideas (**ATTACHMENT A**), and went through how the City's public information works now. She said that external communications is a big goal for the office – to get the good news out. Relations with the media are slowly improving.

Councillor Braude asked who decides what goes on the web. Lisa Brown said that for most announcements she defers to the City Manager's office. That is one reason that Ms. Tomeu is here. Ms. Tomeu described her work with other departments.

Councillor Braude asked how many "hits" per day there are on the City's homepage. Ms. Brown said there are 41,000 per month. The four most visited pages are the Library, CDD, the GIS page, and the Police Department (9500).

Councillor Davis asked where public information calls should be referred. She gave examples of phone calls she got that day: when will trees be pruned, can I dig a well in my back yard, tell me something about Fort Washington, and how can I get a pothole filled.

Councillor Davis said that a big issue for city councillors is community relations – answering the public's questions. George Fosque described a new enhancement to the switchboard to enable the operator to make referrals more easily. Mr. Healy said that the most appropriate number to call for information is the City Manager's office. His support staff are highly skilled in this area.

Councillor Davis suggested keeping track of what the calls are and putting answers to the most common questions on the website. Ms. Tomeu agreed and said that she is working on that.

Councillor Braude asked what citizens can do to get answers after 5:00 o'clock or on Saturday. Mr. Healy said that Extension 4300 – the main number – goes to voice mail at night and on Friday night for the weekend. Tapes are reviewed on Monday, so the response comes on Monday.

Councillor Braude said that some of the councillors have talked about a number that would be available twenty-four hours, seven days a week. Councillor Sullivan said most people will call the Police Department on the weekend. Mr. Rossi said that you can divide calls into emergencies, issues that should have attention now but are not emergencies and others that can wait.

Councillor Braude said that many citizens don't know what number to call and thus put off calls that should have some attention. Mr. Healy said that there should be a clear and simple listing in the telephone book of whom to call for information. Affordable housing information is a different issue.

Councillor Davis suggested a telephone option of "press O for an emergency."

Councillor Braude said there are calls that are not emergencies, but they have to be made at off hours because of the callers' schedules.

Mr. Rossi said that he has seen over the years the problems that result when the wrong person answers the phone. If the City implements a program, staff will need to deal with these issues with training and by removing the traditional institutional barriers.

Alice Turkel described an emergency that was hard for her to deal with. A huge sheet of copper molding on the Graham and Parks School was flapping in the wind over the playground on the weekend. None of the normal numbers seemed appropriate. She resorted to the Superintendent's home phone number. Ms. Turkel said that the average citizen has very little information about how the City works. Clear listings in the telephone book are needed.

Mr. Healy said that in terms of the best utilization of resources, everyone knows that the Fire Department and Police Department are open 24 hours a day. Now these calls are answered by Emergency Communications.

Councillor Braude said that the people at this meeting would be surprised at how many people would not know to call the Police or Fire Department.

Mr. Rossi asked how we would get this information out to the public.

Councillor Braude said that this is a marketing question. 1-800-GIANT; 1-800-MATTRESS – everyone knows what number to call for glass replacement and mattresses.

Robert Winters, Broadway, agreed with Mr. Rossi's comment about how important it is to have the right person answer the phone.

Ms. Tomeu said that the City could publicize the telephone numbers as follows: 9:-5:, call 349-4300; after 5:, call 349-3300. She then continued summarizing her written

material. She noted that the web and cable TV channel are crucial tools for the City's public information. She emphasized that the challenge is in the off-hours.

Lieutenant Walsh stated that the City is so service-rich that coordination is the key.

Councillor Braude asked about school closing information. Lois Sullivan stated that this information is broadcast on cable TV on Channels 77 and 98, radio and the telephone link line and will be on the School website. The website is improving. There is a link between city and schools websites. Ms. Sullivan stated that she cannot access and set up the message for the link line telephone and TV from home. The link line is a 24-hour tape.

Mr. Rossi said that not all residents watch cable TV. Sergeant Frank Pasquarella said there are 22,000 cable subscribers. Sergeant Pasquarella said that a lot of the information calls made to the police are after hours. These should be directed away from emergency service lines.

Councillor Davis asked about reverse 911. Sergeant Pasquarella said that the police do not want to use it as an information service. If it is overused, it will lose its effectiveness as an emergency information communication tool.

Councillor Davis asked how long it takes to notify all residents with phones by reverse 911. Lieutenant Walsh said that there are eight phones that can be used. It took four days for the street cleaning calls.

Councillor Braude then moved the discussion to the welcome wagon and asked how the City could identify new residents.

Ms. Tomeu described her work so far on this issue. She reported that she met with Sarah Klipfel, Chamber of Commerce and Robin Thieringer, Office for Tourism. They are interested in cooperating with the City on such an initiative.

Ms. Tomeu noted the material in her handout regarding this issue.

Councillor Sullivan suggested adding Commonwealth Gas and Electric and other utility suppliers to the list of possible sources for identifying new residents.

Mr. Schlaver reported that he has had some conversations with Postmaster Marsha Cannon about how to identify new residents. She would like to be helpful and may be able to work with the City to have a mail carrier fill out a card. This is probably the quickest way to get the information. Then the City could mail a packet of information to the new resident.

Councillor Davis raised a concern about violating the privacy of these residents.

Councillor Sullivan suggested that perhaps the City could arrange to have the carrier drop off the packet of information.

Councillor Braude said that the first question is the legality. If it is legal, his sense is that almost everyone who gets the packet will react very positively.

It was agreed that Mr. Schlaver will talk to Postmaster Cannon about the legality and logistics.

Mr. Rossi said that the universities can also be a good source of information about new residents.

With regard to the suggestion of getting information about new residents from utility companies, David O'Connor said that Com Energy is very protective of its customers' privacy.

Councillor Braude asked whether the City ever engages in joint ventures with other entities like the Chamber of Commerce in order to share costs with other interested entities. Mr. Rossi said that staff can certainly look at this.

Councillor Davis said that she would absolutely not want someone else's "brand name" on the City's welcome wagon.

Councillor Braude then raised the issues of hours of operations. Could the City have evening and/or weekend hours? Mr. Healy said that it would have to be negotiated with the unions. Also, the hours are set by ordinance, so the City Council would have to amend the ordinance. He added that he expects that staying open evenings, or an evening to close early on Friday during the summer would be an easier negotiation than the addition of Saturday hours.

Councillor Braude asked whether the City Manager has thought about the policy implications. Mr. Healy said that a schedule of extended hours for an evening a week was used during a property tax revaluation period, but it was not well utilized. That could have been because it was not well-enough publicized or because it would take time to catch on. Ms. Peterson said a survey would be useful in this regard.

Councillor Davis noted a program in another city about having department heads available one night a week. Councillor Davis said that Monday night might be a time to have extra hours, to have department heads available to meet with citizens.

Mr. Schlaver said that the Postal Advisory Committee sent out a survey to all postal addresses (44,000). They received 10,000 responses and these responses lead to significant changes like early and late hours. He added that there are ways to partner with private entities and gave the example of his Car Smart brochure, in which private entities that contributed funds for the brochure were mentioned by name as contributors, but there was no additional advertising. Mr. Schlaver then outlined some positive ideas

that have come from his consumer experience. There is a lot that can be done with the web. He submitted a written description of these suggestions (**ATTACHMENT B**).

Councillor Braude asked whether the City has information about how many residents have personal computers.

Councillor Davis then brought up the question of whether the public can have access to Hansen. Ms. Peterson said that although there are security issues of the public having direct access to the internal database and work order system, it is definitely possible for the public to have a means to ask a question electronically and to report a pothole or lodge a complaint.

John Gintel, 9 West Street stated that the system should provide easy customer access.

Mr. Fosque said that voice responses should be investigated.

Councillor Braude suggested continuing to work on this topic over the summer with the idea that through the summer meetings, the committee and staff can have recommendations for the City Council in the fall.

Councillor Davis suggested that the Committee give guidance on what it would like to see and have the City Manager staff create a design for further discussion by the committee.

Councillor Braude stated his agreement with that general approach noted that it is important to continue a dialogue between the staff and the Committee.

Vice Mayor Maher said that he would like to have the price tag for the items that are being discussed. He said that he is sure that all present would agree that Cambridge would like to have the most accessible and complete communications possible with its citizens. As with most issues, costs will probably dictate some compromise.

Councillor Braude agreed with the need for a balance.

Vice Mayor Maher said that he would like to see experimentation on extended hours.

Councillor Braude said that he agrees as long as the marketing is done, so that citizens know about the extended hours.

Councillor Sullivan stated that in an effort to improve customer service, Mayor Guerriero of Melrose designated himself as the official greeter. Mr. Rossi said that when he was first elected, Mayor Guerriero came to meet with Cambridge's executive staff because Cambridge has a very good representation for being customer-friendly.

Councillor Davis suggested looking into using senior citizens to staff an information booth in City Hall. Councillor Sullivan agreed.

Councillor Braude said that the State House has senior citizen volunteers in that capacity, and their presence has humanized the building a great deal. He also noted that Mayor Menino's area meetings to greet new residents. They have elicited a favorable response from many more residents than just the people who actually attended the meetings.

Ms. Sullivan said that she would like to see a focus group of residents to discuss what public information/customer service enhancements they would prefer. Ms. Boulrice said that neighborhood meetings and going out to the community are very helpful in getting community feedback.

Councillor Braude agreed, but noted that they are self-selecting. If the City chooses to try a focus group, it is important to give some careful thought to the way groups are selected.

Mr. Gintel urged the Committee to recommend that the City to take full advantage the web. Web usage is increasing and the Internet can provide customers with service twenty-four hours, seven days a week. He suggested looking at models of what some other cities do, like Boston, and organizations do, for example, the Boston Globe, Hewlett Packard, etc. and collecting information to improve customer service.

Councillor Davis moved that the City Manager be and hereby is requested to provide information to the Committee as to how a focus group and community survey can be structured, along with cost estimates.

It was agreed without objection that the committee and staff would continue the meeting on this topic over the summer.

Councillor Braude thanked those present for their attendance.

The meeting was adjourned at six o'clock and ten minutes p. m.

For the Committee,

A handwritten signature in cursive script that reads "Jim Braude DM".

Councillor Jim Braude, Chair

ORDERED: That the City Manager be and hereby is requested to provide information to the Committee as to how a focus group and community survey can be structured, along with cost estimates.

Communications with:
Mayor's Office
City Council

**UNIFIED PUBLIC
INFORMATION PROGRAM**
Public Information Officer (PIO)
City Manager's Office

Regularly Communicate with:

- Webmaster
- Cable TV Office
- Dept. Heads and other Contacts

Communicate as Needed with:

- Emergency Communications
- Emergency Management
- Police Dept. PIO
- Fire Dept. PIO
- School Dept. PIO
- Health Alliance PIO

EXTERNAL COMMUNICATIONS

MEDIA RELATIONS/GETTING THE WORD OUT

City PIO:

- Serves as Main Liaison to Media & Spokesperson
- Coordinates Interviews for Mgr./City Staff
- Develops News Releases/Pitches Story Ideas

City Departments:

- Distribute News Releases, Working with PIO
- Publish Newsletters, Materials and/or Web Updates for Target Audiences

Cable TV Office:

- Covers City Mtgs. & Events/Produces Broadcasts
- Airs Info. on City Mtgs., Programs, Events, etc.

COMMUNITY RELATIONS

City Mgr's. Office Responds to Public Inquiries

INTERNAL COMMUNICATIONS

City PIO:

- Issues Weekly E-mail Updates
- Produces Quarterly Employee Newsletter
- Collaborates with Departments on Projects

**FUTURE PUBLIC INFORMATION
PROJECTS & ENHANCEMENTS**

- Bi-Annual Community Newsletter
- City Informational Brochure
- Welcome Wagon Materials
 - Virtual Welcome Wagon
- Cable TV:
 - Original Programming
 - Informational Programming
- Enhancements to City Web Site:
 - More Info./Links on Front Page
 - Quarterly Message from Mgr.
 - Depts. at a Glance
 - Frequently Asked Questions
 - Explore Citywide Calendar

Welcome Wagon Ideas
Gov't. Operations Committee
May 17, 2000

City Public Information Officer is working with **Chamber of Commerce, Office of Tourism and Other City Departments** to utilize joint resources to develop new information pieces and avoid duplication of materials.

Name of Initiative: Do we want to formally call this initiative "Welcome Wagon" (even if we continue to refer to it that way) or consider calling it a New Resident Welcome Package (or Information) on materials and on web site?

- **Create Virtual Welcome Wagon on the Web**
- **Create "Welcome to Cambridge" Folder or Packet that could include:**
 - *Welcome Letter from City Manager and City Council with overview and encouraging them to contact City Manager's Office for any questions they might have.*
 - **Three Main Sections:**
 - *Living in Cambridge* (Getting Started, FAQ's, City Brochure, Helpful Numbers, Civic Info., Map, Voter Reg., Reference to Various Resources for schools, etc.)
 - *Working in Cambridge* (Letter from Chamber, Finding a Job, Starting a Small Business, Reference to Additional Resources)
 - *Exploring Cambridge* (Visitor Guide, Points of Interest & Reference to Resources).
 - **Other items to consider:**
 - Magnet with Main or Key City Telephone Numbers
 - Info. Card w/ all depts. alphabetically and by issues they address on other side
 - Restaurant Guide, Shopping Guide, Logan Made Easy Card, Area Coupons
 - Recycling, Recreation, and other Program Specific Info.
 - **Limit Insert Items and Consider Costs for Mailing**
 - **Possible Sources for Identifying New Residents:**
 - Post Office - do they have a list of new resident or just forwarding address of old?
 - Traffic Dept. - many apply for parking permits (difference between renewal vs. new)
 - Voter Registration - not everyone registers to vote right away
 - Realtors/Brokers - New Homeowners vs. Renters
 - Universities - Transient Population (could keep supply on-hand)
 - **Possible Distribution Methods:**
 - Web Site (easiest, most economical; key info. can also be e-mailed or faxed)
 - Direct Mail (in response to requests/new residents identified through other sources)
 - Various Locations that interact with Public can keep Supply on-hand

IDEAS FOR GOVT. OPERATIONS COMMITTEE TO CONSIDER ABOUT A NEW, COMPREHENSIVE SYSTEM TO PROVIDE INFORMATIONAL SERVICES TO CITIZENS AND DEVELOPMENT OF A "WELCOME WAGON" PROGRAM FOR NEW RESIDENTS

Presented on May 17, 2000 by Paul Schlaver, Exec. Director Cambridge Consumers' Council (telephone: 349-6152 e-mail: pschlaver@ci.cambridge.ma.us)

The following comments are premised on the concept of the development of a new centralized office in the City government structure with the primary purpose of offering one-on-one information to individual citizens that seek to access their city government with non-emergency questions. This office would not be in conflict with the current public information officer's role because her focus is providing and promoting city news and information to the public in general, to the media and internally to city employees. These comments also address the "Welcome Wagon" idea, the implementation of it would most likely be closely tied to this new "Citizen Information Office." Here are my thoughts so far on the elements of this new project:

1. TELEPHONE ACCESS:

There is great merit in establishing one comprehensive number for information and referral that is widely publicized. This cannot just a switchboard set-up with a telephone operator connecting the caller to other lines, though. This number would be operated by knowledgeable individual(s) that can listen to the detailed questions and requests of the callers and offer a complete response. A good local model might be the way Cambridge Discover (its new name now is Cambridge Tourism, I believe) traditionally handled the inquiries at the Information Booth in Harvard Square. A team of trained volunteers served there with excellent resource materials at their fingertips and kept excellent records of the nature of the inquiries to build this resource base of information.

I believe that a realistic schedule for this telephone access must include Saturday hours and at least one or two evening of call-in possibilities to a live person. Depending on the volume of calls in the first six months, this schedule could expand from that base. Voice mail availability 24 hours must be a component as well with a good response turnaround time to the messages left. If the message gets past on to the relevant department, the caller should also get a call back from the Citizen Information Office telling them to expect a call from such and such, etc.

Resource development: Each City department could be surveyed to learn what are the most typical questions asked of them, especially by first time callers. Some of this information could be given out by this main information office rather than having to refer all the callers to the specific department. But in offering such a response the following comment could also be given, "The direct number for that department for further questions is: 349-XXXX." (I am suggesting that fundamental questions such as: office hours, whether the dept. takes a credit card for payment, what is the mailing address, what do I need to bring when applying for a given permit, who is the Dept. Head, etc., could be answered without having to transfer the caller onto a second person.)

This "telephone central" hub should be located at a convenient location in one of the Central Square city buildings so that it can also be accessible via walk-ins. It should contain all relevant pamphlets, forms and fact sheets/check lists used by virtually all the

city departments so that it can mail out the appropriate ones efficiently following each call for information that really doesn't mandate a second call to another department. The person that is calling this office can, of course, also be referred to specific web pages as appropriate so the caller can even more quickly obtain the material a mailing would have brought. Consequently, the cost of a mailing might now be unnecessary.

2. INTERNET ACCESS:

All city departments should strive to have an e-mail inquiry option on their web page either as a small form that triggers an email to the department or at least an e-mail address inviting messages.

Web pages must improve in those departments currently providing minimal information. There needs to be a means to download and print out forms at least and a goal of on-line filling out of forms and e-mail submissions of them in the future. Use of faxing as an option for returning the forms should also be available as much as possible. The web pages must clearly explain how to apply for certain things that each department handles and a clear explanation of the functions of that department.

Each department should develop a tracking system to log and analyze the nature and frequency of inquiries. Also, the visits to each web page should be monitored as is now possible through the "Sawmill software program" the city currently uses to assess its web traffic. This can reveal much information as to how the web pages need to improve, etc.

The City Home Page should reconstitute its "guest book" function but in an inviting way that will encourage inquiries and then there must be a commitment that the inquiries are answered! Granted many may just say "neat web page", or "I use to live in Cambridge and wonder if Ken's Pub is still in Central Square." But others might ask, "How can I get a list of Cambridge hotels," or "What is the tax rate for residential property" or "How do I register my kids for public school when we move to Cambridge in December." In other words many of these inquiries will be just like telephone inquiries and can be efficiently handled via an e-mail response and in the message can be "pasted" URL links to the answers!

2. WALK-IN ACCESS:

If one travels to other countries they often find comprehensive Information Centers run by the City they are visiting or passing through. Many people visiting these centers are primarily looking for tourist information, but some may well be area residents, new or future ones. There certainly could be an Information Kiosk type of place that emphasizes non-tourist information about our city. New residents especially, but certainly some established residents, might find such a place worth visiting when a new need or issue emerges in their life as a Cambridge resident. It is no fun now to have to go from one city building to another when you start out at the wrong place OR need a form or visit with someone in two different departments about the same matter and don't follow the correct order of sequence!

The permitting project that has triggered nice brochures and staff training and shared computer data base access has been a positive effort to streamline the process citizens must face for permits. Hopefully, they are being given or sent these brochures and verbal guidelines when they access any one of the relevant departments.

Maybe it is time though, for a centralized location that can offer citizens everything from permitting information to maps to upcoming events postings to demographic and/or school information to even taking a payment for a parking ticket at the same time!

3. WELCOME WAGON IDEA:

It makes great sense to welcome new Cambridge residents to our city and to provide them with a comprehensive packet of information about the city services, resources available, a voter registration card and possible some coupons or "gifts" from merchants. This group is the most in need of information as to how to access city services and resources. This positive surprise arriving at their door (via the mail) will also go a long way to make this new citizen community-minded, hopefully!

The most immediate challenges for this idea are:

- a) How to determine who is a new resident soon after their arrival;
- b) What to send them from the City; and
- c) What possible gifts etc. to include from the business community.

Here are some follow-up thoughts on the above items:

a) The most immediate way to determine the identity and address of new residents would be to obtain information of their new residency from the Post Office. The mail carriers directly receive this knowledge as the new residents seeks to receive their mail at their new home. I have had a preliminary discussion with Postmaster Marsha Cannon about the feasibility of this. She is willing to work with the mail carriers to try to put in place a method to capture this information for the city.

Other methods would be slower, such as waiting for a voter registration change, the City's Assessor's notice of new homeowner, registration for a parking permit, school registration, etc. (The parking permit would probably be the faster contact to reach a new citizen...if they had a car!)

b) Some of the following items would be appropriate: voter registration form, info about obtaining a parking permit and street cleaning information, school enrollment information, a comprehensive telephone list, Arts Council information about city and private arts resources in the city, the "How to get around in Cambridge" map, postal information as to hours & locations of branches, library use information, information about public utilities and Cable TV, MBTA information and City Government information as to meetings, and the city cable channels.

c) The Chamber of Commerce and Harvard Sq. and Central Sq. Business Associations should be approached about underwriting the cost of this effort, especially the mailing costs and about some coupon insertions. MediaOne likewise should be approached. The restaurant community and hardware & furniture stores of Cambridge are certainly logical contacts for this focus. The grocery stores may also be tapped.

The Welcome Wagon packets could also be available in the information office for new residents that may find their way there. In fact, a variation on this packet could be designed for established residents that call the information line. They also could be logical candidates for at least the information about city services because they seem to be accessing city departments for the first time beyond the obvious parking department or school department contact they may have already had.

4) CABLE TV USAGE:

The City Channels, CCTV and MediaOne should all increase the amount of basic information posted to viewers about accessing city services and resources. This information should always include telephone numbers and web sites that are relevant to the information being presented.

A great project would be to develop a video presentation introducing newcomers to the city that could possibly be sent in the Welcome Wagon packet. This would be something that could be underwritten by someone in the private sector in Cambridge, the copying and tape cost of the video, that is. Hopefully, our own Cable TV Office could produce the video.

Additional Comments:

**The purpose of these information and referral vehicles to serve the public is to provide fundamental, non-controversial, non-political assistance to citizens. The intend is not to be an ombudsman to monitor how services are currently being rendered nor is it intended to discourage direct contact with elected or appointed city officials that either the officials want or the citizens seek.

**A data gathering component of any citizen contacts made, the purpose of them and services rendered, is an important part of this effort so that this information can lead to better, more efficient delivery of services throughout the city departments. Thus, there is added value internally to the city government beyond the immediate value to the individual citizen assessing this Citizen Information Office. This data gathering should be done using the latest techniques available and not be a burdensome step in this process. It should certainly not be done in violation of any privacy expectations the citizens of Cambridge would reasonably have.

**An ad hoc task force should be established to begin work on this project. It should be made up of some city employees currently providing direct services to citizens and with relevant skills such as Internet web page use and data base knowledge, and interested, skilled citizens wanting to help develop this plan.

**The planning of this project would lend itself well to utilizing the resources of area colleges that have internship programs. Students with appropriate skills could offer research and interviewing assistance, especially using the Internet to find models and ideas from other cities, possibly surveying and interviewing various city employees and citizens as to what information and resources are the most needed the most often. This internship effort is still a possibility for the fast approaching summer months. With due diligence in the next few weeks an intern could be find to help more forward with this project.

**Volunteers and interns could become part of the staff of this Citizen Information Office once it is established to minimize the budget impact and to create the opportunity to creatively manage this operation to include non-traditional hours of service.

City of Cambridge

GOVERNMENT OPERATIONS, RULES

AND CLAIMS COMMITTEE MEMBERS

In City Council June 5, 2000

*Councillor Jim Braude, Chair
Councillor Henrietta Davis
Vice Mayor David P. Maher
Councillor Michael A. Sullivan
Councillor Timothy J. Toomey, Jr.*

The Government Operations, Rules and Claims Committee held a public hearing on May 17, 2000, beginning at 4:08 o'clock p.m. in the Sullivan Chamber to discuss the creation of a "welcome-wagon" to greet new residents; a unified public information program "one stop" customer service and public access to the Hansen complaint system.

Present at the hearing were Councillor Jim Braude, Chair of the Committee, Vice Mayor David P. Maher, Councillor Henrietta Davis, Councillor Michael A. Sullivan and City Clerk D. Margaret Drury. Also present were City Manager Robert W. Healy; Deputy City Manager Richard Rossi; Lisa Peterson, Assistant to the City Manager; Ini Tomeu, Cambridge Public Information Officer; Paul Schlaver, Executive Director of the Consumer Council; Alice Turkel, member of the School Committee; Lois Sullivan, Public Information Officer for the School Department; Lenore Preusser, School Department; Lisa Brown, Executive Director, MIS Department; Rafael Morales, MIS Department; Lieutenant Michael Walsh, Community Relations, Police Department; Sergeant Frank Pasquarella, Public Information Officer, Police Department; Vickie Boulrice, Community Relations Specialist, Police Department; George Fosque, Executive Director, Emergency Communications; and David O'Connor, Executive Director, Emergency Management.

Councillor Braude convened the hearing and explained the purpose. He explained that he believes that the committee will want to work with staff over the summer to prepare a proposal for the City Council in the fall.

He invited Mr. Rossi to begin the meeting with a brief discussion of the view and expectations of city staff regarding this issue.

Mr. Rossi stated that city staff are very interested in these issues. Cambridge has made major steps toward creating an infrastructure and developing the tools for a whole new level of communication with citizens. He said that there has been a lot of discussion among city administrative staff and with city councillors about these issues and it is his impression that the goals of staff and councillors are quite similar.

Councillor Davis described her concept of unified public information. First, specific goals of what the City's public information is about are needed. Whatever the goals are and whatever the message is, all the possible ways all of the City's public

Committee Report #8

1655

A report from Councillor Braude, Chair of the Government Operations, Rules and Claims Committee held on May 17, 2000, to discuss the creation of a "welcome-wagon" to greet new residents, a unified public information program "one-stop" customer service and public access to the Hansen complaint system

S-165

In City Council June 5, 2000

Report Accepted
Placed on file
Order Adopted.