

CITY COUNCIL
CITY OF CAMBRIDGE

January 26, 1998

INTRODUCED BY CITY MANAGER ROBERT W. HEALY

AN ORDER CONCERNING APPROPRIATIONS FOR THE FISCAL YEAR BEGINNING JULY 1, 1997

ORDERED: That in addition to sums previously appropriated by the City Council for the fiscal period 1997-98 the following sum is hereby appropriated in the General Fund of the City of Cambridge:

FUNCTION	DEPARTMENT OR PROGRAM	SALARY \$ WAGES	OTHER ORDINARY MAINTENANCE	TRAVEL & TRAINING	EXTRAORDINARY EXPENDITURES	APPROPRIATIONS
General Government	Executive		\$35,000			\$35,000.00

BE IT FURTHER ORDERED: That the above acceptance and appropriation in the General Fund be financed by estimated revenues drawn from the following sources:

FINANCING PLAN	REVENUE
Free Cash	\$35,000.00

In City Council February 2, 1998.

Adopted by a yeas and nays vote:-

Yeas 8; Nays 1; Absent 0.

Attest:- D. Margaret Drury, City Clerk.

A true copy;

ATTEST:-

D. Margaret Drury
D. Margaret Drury
City Clerk

City of Cambridge

MASSACHUSETTS

In City Council 2/2, 1998

*Agenda # 10 - \$35,000 supplemental appropriation
for public information program.*

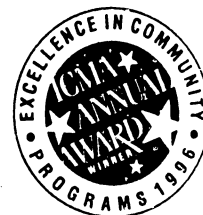
	YEA	NAY	ABSENT	PRESENT
Ms. Kathleen L. Born	✓			
Ms. Henrietta Davis	✓			
V. Mayor Anthony Galluccio	✓			
Mr. Kenneth E. Reeves	✓			
Ms. Sheila T. Russell	✓			
Mr. Michael A. Sullivan	✓			
Mr. Timothy J. Toomey, Jr.		✓		
Ms. Katherine Triantafillou	✓			
Mayor Francis H. Duehay	✓			

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CITY OF CAMBRIDGE
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10.

EXECUTIVE DEPARTMENT
ROBERT W. HEALY
City Manager

RICHARD C. ROSSI
Deputy City Manager

January 26, 1998

To the Honorable, the City Council:

I am hereby requesting a supplemental appropriation of \$35,000 to the General Fund Executive Department Other Ordinary Maintenance Account; this appropriation, which supplements the \$25,000 approved in the FY98 Budget, will be used to hire a consultant to assist the City in developing a public information program. The revenue to support this appropriation will come from Free Cash.

The City has engaged McDermott/O'Neill and Associates to conduct an operations and resource assessment and make recommendations on how the City can best meet its public information needs. The approach that McDermott/O'Neill will use is as follows:

- Research and Assessment: This phase will include interviews with City officials, staff, representatives of the tourism industry and the media; focus groups with residents, companies and major institutions; an assessment of communications vehicles, materials and procedures as well as how the city is portrayed in local and national media; comparisons with systems and materials from other municipalities including presence on the Internet; and a case study assessment of performance during "crisis" and results.
- Identification of Needs and Opportunities: Following the research phase, the firm will identify key issues and needs for Cambridge, will identify optimal use of different communications vehicles, and will create different scenarios with potential costs/benefits.
- Recommendations: In this phase, the firm will prepare findings and recommendations; determine costs, personnel needs and abilities, structure, roles and responsibilities; and create potential communications formats and desired messaging about the City that should be communicated to all audiences through these vehicles.
- Implementation: The final phase will include training for personnel, and the assistance with the start-up as necessary.

Recommendations with budgetary implications will be included in the FY99 recommended budget to the City Council.

Very truly yours,

Robert W. Healy
City Manager

Consent Agenda #10

F-18

Relative to a supplemental appropriation of \$35,000 to be used to hire a consultant to assist the City in developing a public information program.

In City Council January 26, 1998
All items carried forward to be a part of City Council Meeting of February 2, 1998 on motion of Councillor Sullivan.

In City Council February 2, 1998

ORDER ADOPTED

8-1-0